



9 DOT NEWS

Promoting success - locally, nationally and globally

Optimistic prospects

Greater commercial stability is returning to the market place as optimism returns. That's the good news from two of Hallmark PR's clients with offices in the Thames Valley - accountants BDO Stoy Hayward and property consultants Vail Williams.



Following the dot.com crash, the Thames Valley economy has been slow to recover. But according to accountancy firm BDO Stoy Hayward, business confidence is now at its highest level for six years, with the technology, media and telecoms sector expected to make a gradual recovery over the next two years.

Richard Frett, partner at BDO Stoy Hayward's Reading business centre, explains, "We're beginning to see a substantial uptake in activity signalling growing confidence amongst businesses and an increase in the number of transactions taking place.



"However, it's easy to become over-optimistic in light of strong consumer spending and an expanding world economy. Our advice to businesses is to consider the opportunities as they arise but be careful not to overstretch resources."

Vail Williams shares the view that if global and financial markets remain stable, 2004 should provide a sound base for future economic recovery in the commercial property sector.

Kevin Cook, partner at Vail Williams, says, "Tenants are renewing leases and starting to re-occupy their surplus accommodation, and there has been an improvement in demand for commercial accommodation. Most surplus office space is now on the market, which will enable a gradual net decline of vacant space even from a low level of demand."

Hallmark PR has excellent contacts in the regional business

media. To find out how we can enhance your media profile to support recruitment, community relations or new business development, email

helen.symes@hallmarkpr.com

"We're beginning to see a substantial uptake in activity signalling growing confidence amongst businesses..."

Hallmark PR Director leads Worldcom

The Worldcom Public Relations Group, the world's largest network of independently owned public relations consultancies, has elected Steve Osborne-Brown, director of Hallmark PR, as its new group board chair.



Steve (centre) with the two previous presidents: Shuji Hirosho of Japan (left) and Jo Epley of USA.

Steve says, "Because our partners are independent, we bring a truly entrepreneurial spirit to communication programmes and campaigns."

With nearly 100 consultancies in 35 countries, The Worldcom PR Group has a global reach which Hallmark PR uses to great benefit for our clients.

If you would like to discuss how the Worldcom PR Group can support your international marketing campaigns, email steve.osborne-brown@hallmarkpr.com





Hallmark PR works with structured cabling systems manufacturer, Siemon, across the EMEA (Europe, Middle East & Africa) region and Argentina, Chile, Columbia, Mexico and Venezuela with our partners in the Worldcom PR Group.

Support for global seminar roll-out

Hallmark PR is helping to organise and co-ordinate a series of educational seminars to be held throughout the world in 2004. At the seminars, run by Siemon, delegates hear from industry experts about how their companies can maximize their network investment, protect their systems against costly downtime and gain an understanding of why high-end cabling solutions are key to future business success.

10.2 million people saw Siemon stories in key publications in the last year

The seminars are free half-day informational events, which began in February in California and will take place in 20 countries across four continents. John Siemon, Vice President of Global Operations for Siemon, is a recognized industry specialist with expertise in industry



"The seminars have attracted significant media interest across Europe, with journalists keen to attend and hear first hand the latest industry developments."

standards and development of high performance cabling products and systems.

John Siemon states, "It is our aim at Siemon to help our customers understand how these applications will affect their network's performance and enable them to develop strategies that minimize network downtime and maximize return on investment."

Hallmark PR account director, Sue Hines, adds, "The seminars have attracted significant media interest across Europe, with journalists keen to attend and hear first hand the latest industry developments."

Hallmark PR is able to professionally organise and publicise your event, whether it be a small product launch or a major international roadshow.

For more information, email susannah.hines@hallmarkpr.com



Case studies - highlighting expertise and experience

Case studies are one of the most effective means of promoting innovation and the quality of your client list.

Hallmark PR has developed a range of case studies for client, Siemon, highlighting the quality of their products and service.

Most recently, Hallmark PR director, Steve Wilson, visited the Civil Aviation Authority (CAA) Gatwick base, to prepare a feature on Siemon's involvement in the upgrading of cabling for the CAA's Safety Regulation Group.

Richard Fowler, account manager at Siemon comments: "The fact that

Siemon was selected on quality and guarantees, by an organisation which itself oversees the setting and achieving of world leading civil

aviation standards, was a huge compliment."

Gill Kay, EMEA marketing manager

at Siemon says, "Case studies provided by Hallmark PR and their international partners, are essential tools in our global marketing campaign."

To find out how Hallmark PR can adapt your success stories into newsworthy case studies and highly effective marketing material, email steve.wilson@hallmarkpr.com



Crisis - preparing for potential threats

A crisis can arise from health and safety issues, product or service problems, employee negligence or poor relationships.

Although you may have little influence on external factors such as fire, flood or explosion, you must be fully prepared to respond to any crisis immediately it occurs.

A crisis, whatever its cause, can occur at any time and, by its very nature, can be devastating if the organisation is unprepared.

At some stage your organisation will encounter problems. If these are allowed to escalate into crises they will affect your reputation. The level of impact they have will depend to a great degree on the contingency plans you have in place to deal with them.

A crisis management plan provides a co-ordinated set of procedures that will ensure a positive, focused and effective response.

Hallmark PR can help you to formulate a plan including:

- identification of potential causes
- impact analysis

- business continuity plans
- co-ordinated response strategies
- crisis event training and simulation

For more details and case studies, email steve.osborne-brown@hallmarkpr.com



Is your PR giving value?

At Hallmark PR, we've developed our own method for critical and objective evaluation of media coverage

We provide clients with a regular report on coverage, tailored to their needs, UK specific or international.

Key elements may include:

- Size of audience
- Tone of press articles
- Coverage of key messages
- Use of spokespeople
- Position in publication
- Use of supporting visuals and photos
- Geographic reach
- Media category v target sectors
- Tracking industry trends and issues
- Analysing origin of coverage

For more information on how we can evaluate the success of your PR programme, email hannah.mcfarlane@hallmarkpr.com

appraise
MEDIA EVALUATION

CeBIT - media support 'on the ground'

International trade fairs offer excellent promotional opportunities, but, for UK companies, ensuring access to the best PR and media relations support on the ground can be difficult.

Hallmark PR worked with German PR partner, HBI, on achieving strong representation for Siemon at this year's CeBIT in Hannover, Germany.

Central to the success of the campaign, was the use of HBI's press café at the exhibition, which provides a base for media meetings and for distribution of press material.

HBI account manager, Yael Weiner explains: "Known as the biggest IT fair in Europe, CeBIT plays a key role among the world's IT and telecom

trade fairs and had more than 510,000 visitors this year."

Yael adds: "CeBIT is a perfect opportunity to meet customers, new leads and journalists who are interested in innovative technologies within the IT-field. As long as

companies have some new technology to offer, CeBIT Hanover is the perfect occasion to spread the word."

If you would like more information on how Hallmark PR and its international partners can support your company's presence at international trade fairs, email steve.wilson@hallmarkpr.com



The HBI Press Café at CeBIT provides a great opportunity for clients and journalists to meet and discuss story ideas.

Special treatment for growing SMEs

Hallmark PR has launched a new PR service especially suited to the needs of fast growing technology start-ups and small and medium sized businesses (SMEs).

Called **enterprise**, the service is aimed at businesses which have limited or no experience of PR. **enterprise** is designed to help them raise their profile amongst target audiences at an affordable price.

Director, Steve Wilson explained: "We recognise that exciting and enterprising ideas, products and services don't just come from larger businesses with the marketing budgets to promote them. Success,



Communications student Samantha Miller and Hallmark PR director Steve Wilson launching the new package for SMEs.

innovation and many of the UK's cutting edge ideas come from the SME sector and the burning ambition of the entrepreneurs behind them. It's only fair that they too can gain their share of the limelight."

enterprise consists of a menu of affordable packages including gaining press coverage, internal communications, print and publications, training, website design and organising events.

For more information visit:

www.hallmarkpr.com/enterprise or email enterprise@hallmarkpr.com

enterprise
PACKAGE FOR SMEs

London Remade with Hallmark PR



London Remade, the Capital's recycling initiative that aims to drive innovative progress in recycling, has appointed Hallmark PR to support its in-house communications team.

Hugh Carr-Harris, Chief Executive of London Remade said, "Following an extensive tender process Hallmark PR was selected for its fresh approach and creativity in getting the recycling message out.

"We have a strong message on the economic benefits to recycling and creating a self-sufficient, sustainable London. The focus of the programme we've outlined is on new ways to engage with businesses, organisations and the public."

Hallmark PR's Steve Wilson explains, "Recycling and the use of sustainable materials is one of the Capital's most pressing issues. We will be looking to raise the profile of London Remade and to encourage behavioural

change among London based businesses and organisations."

London Remade is responsible for running the Mayor's Green Procurement Code which aims to get organisations across London engaged on buying recycled products and currently has 300 signatories.

For more information visit www.londonremade.com or email steve.wilson@hallmarkpr.com



Hallmark PR turns 20

This year Hallmark PR celebrates its 20th year of providing professional and creative communications consultancy.

From humble beginnings above a chip shop in Basingstoke, we have provided strategic advice to clients around the globe, including B&Q, Berkeley Homes, Cargill, Mott MacDonald and the Highways Agency. We'll be celebrating with a number of events throughout the year.

If you want to know more, email us at:
fizz-n-chips@hallmarkpr.com

 **Hallmark**
PUBLIC RELATIONS

Canister House
27 Jewry Street
Winchester SO23 8RY
United Kingdom
T: +44 (0)1962 892900
F: +44 (0)1962 841820
W: hallmarkpr.com
E: inspired@hallmarkpr.com