



Public Relations Services

Clients who choose to retain our services on a monthly basis can expect a wide range of activities to be included as part of their tailored results-based PR Campaign or Retainer.

Any or all of these services can also be selected individually and/or combined in order to build a fixed price package that addresses your specific communication needs. Refer to our Bespoke Services pages for a selection of our most popular packages.

Results-based PR: Core Services

Campaign Plan and three month PR Tactics Plans

CBC will provide a comprehensive and strategic review of your key PR objectives, and then produce - and project manage - a tailor-made Campaign Plan and detailed three Month PR Tactics Plans for you. Review/planning meetings are held monthly in order to ensure that the plans are achieving the results that you want.

Press Lists

For PR to be successful, you need to make sure that your message is getting to the right people, in the right format, and at the right time. CBC has a wealth of resources in this area, and will therefore create lists of your key publications that are carefully targeted, up to date, and accurate. We can even create an 'A' list to receive all communications from your company, and a 'B' list to receive selected material. All of these lists are updated monthly.

Press Releases

Let CBC draft creative, hard-hitting professional Press Releases that will appeal to journalists in your target market, based on your input, and then submit it to you for your comments and final approval.

Opinion Articles

Is there a burning industry issue that you'd like to address? We will help to convey your thoughts and ideas to the magazines that are looking for answers. We can edit an article that you have written, or we can draft an article on your behalf, based on your input, and then submit it to you for your comments and final approval.

Press Meetings

Meeting the press is a key part of the PR process. CBC will set up face-to-face meetings with the journalists, publications, and industry analysts that have captured your customers' attention. Telephone (and even email) contact can also be arranged where a face-to-face meeting is not possible.



Press Events

Let CBC organise a high-impact, creative event that will get your company noticed by the top journalists who cover your market sector. Options range from the sublime to the ridiculous, either in the UK or abroad, whether you want a quiet lunch for 10, or an evening reception for 100. CBC can provide imaginative ideas to fit any budget, and project manage the entire event, from sourcing the venue and invitations, to collating and managing attendee lists and creating press packs.

Advance Features

Tired of seeing your competitors featured in magazine articles that are relevant to your business? CBC will produce and manage a detailed spreadsheet of upcoming feature articles that are scheduled to appear in any of your key media targets. The moment that we see a relevant feature, we will contact the writer in order to put your forward for comment and inclusion in the feature, and then liase with you to progress the opportunity.

Product Reviews

Who doesn't want to receive 'five stars' or a 'Gold' award for their product? Accolades like these boost consumer confidence and increase sales. CBC will place your products in front of the journalists and magazines who run these sort of reviews, and then follow up and support the process in order to ensure maximum exposure.

Clipping Service

Who's talking about your company, and what are they saying? Indeed what about your competitors? CBC will provide you with a Press Monitoring Service that will spot any media coverage that mentions your company and/or products and those of your competitors if required. All of these press clippings will be faxed or emailed to you the moment that they arrive.

Photography

Creative, high-impact photography can make a big difference to a company's image in the eyes of both customers and the media. CBC can provide a professional photographer and creative art direction that will make sure that your products - and your employees - look fantastic.

Media Relations

When it comes to PR, relationships are key. CBC has fantastic contacts within the UK press, analysts, and broadcast media. We'd love to introduce you to some of them, so that we can pass on the benefit of these relationships to you and your company.

Crisis Management

There is such a thing as bad publicity and it something that every company needs to manage very carefully. In the event of a media crisis, CBC is able to handle any queries of a sensitive nature, and/or prepare and issue a professional statement for the press on your behalf.



Press Office

With CBC as your virtual Press Office, you will never be caught 'on the hop' when it comes to media enquiries, as we can vet any emails and phone calls from the press on your behalf, so that you have time to consider the query and plan any response carefully. Why not let CBC send out any photography, press releases, press packs, promotional items as well, to free yourself up even more?

As an add-on to our Results-based Retainer package, we can also provide these additional PR Services on request. Click on the document below to access information on these:

- **Internal Communication**

Although it is often overlooked, internal PR is vital to the success of any growing company. Employees and partners need to be kept aware of key priorities, recent successes, and any potential problems on the horizon. CBC can provide seminars, newsletters, and training for employees and partners to be sure that key messages are reaching the people that matter most.

- **Media Training**

Are you ready to face the press? Our professional media trainers (all qualified journalists) can show you the ropes with a mix of role-play and tuition. We can organise the trainer and the venue and manage the day for you, so that you can deal confidently with any type of media enquiry.

If your current objectives require more than pure Public Relations, you may also want to consider adding elements from our Marketing Services and Business Services, to your overall plan.

- **Agency selection advice**

CBC can advise on what to look for in an agency.

- **PR mentoring/coaching for in house PRs**

Expert help where you need it. Fresh ideas angles etc . We can provide consultancy for this.

- **PR communications audits**

A check of your strategy, and a plan for moving forward, using industry best practice. Call us for details.

- **PR Training**

For all levels. Call us for more details.