

proptimisaTM

what is it: PROptimisaTM is a tailored workshop which enables you to define the future role and value of pr to your business by contextualising tangible pr potential within your business model.

deliverables: PRParadigmShiftTM is a blue print of how you can achieve joined up thinking across your business communications channels:

- defines the role and value of pr in your business
- delivers joined up thinking across communications channels
- identifies pr's role in your communications planning

content: explores perceptions and role of pr in terms of:

- expectations of pr capability
- how it relates to other communications tools
- utilisation of pr to deliver business strategy
- measurement of pr performance

cost: on application

accountable

effective

evocative



who is it for: board-level or equivalent responsible for communicating with stakeholders or customers.



about us: emmett & smith delivers projects which are accountable, effective and evocative, based on proven business practices and principles. it is **accountable** because emmett & smith operates a transparent pricing policy. there is no retainer. it is

effective because our project management systems and processes ensure that campaigns are delivered and expectations exceeded. it is **evocative** because our approach makes businesses reevaluate how they use pr and the benefit they expect to receive from it.

for more information: please contact lorraine emmett on 020 7819 4800 or by email at lorraine.emmett@emmettandsmith.com or sarah gavin on 0207 819 4800 or by email to sarah.gavin@emmettandsmith.com