

SPRING 2019

bright thinking

NEWS & VIEWS
from **shepherdPR**

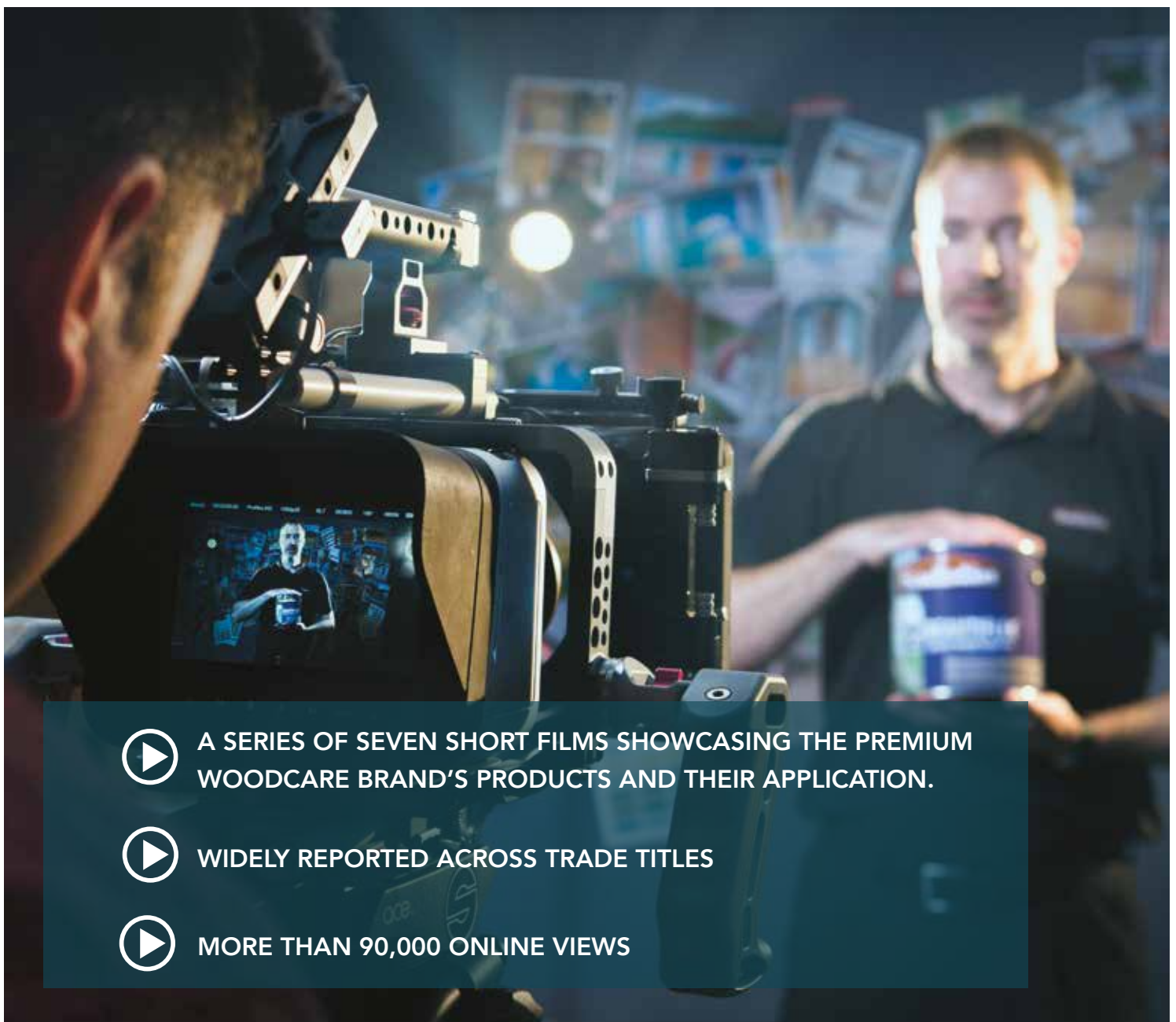
MORE THAN JUST PR

Connecting Organisations
to the Right Audience

When Product Knowledge Counts

'This Is Sadolin' Product Videos

Completed by Shepherd PR's in-house video and press coverage team



A SERIES OF SEVEN SHORT FILMS SHOWCASING THE PREMIUM WOODCARE BRAND'S PRODUCTS AND THEIR APPLICATION.



WIDELY REPORTED ACROSS TRADE TITLES



MORE THAN 90,000 ONLINE VIEWS

WELCOME

Spring is in the air and in our step as we start a seasonal round of site visits, awards, conferences as well as other events for our clients. It's a great time of year and feels the right time to launch this first issue of 'Bright Thinking.'

Our work is diverse and covers so many different areas and capturing it all can be difficult. A brochure can feel a little static, so we felt a regular review of the work we've undertaken gives a much better overview of what we do.

This year we celebrate 20 years in business. One of the biggest changes in this time has been the emergence of video and design as a way of telling stories, together with the written word.

We've developed to offer the complete service in this regard and that gives a real depth to what we can offer. We hope we've captured some of that expertise in the pages overleaf.

One thing that has not changed is the importance of finding great stories – which every business has – and making sure the information reaches exactly the right audience.

Making the right connections in communications is a hugely important part of any organisation's success and throughout this magazine some of our clients share their insight into how they have benefited from this approach.

We hope you enjoy 'Bright Thinking' and please bear us in mind for support with your current or future PR projects.

Jane Shepherd



JANE SHEPHERD

PR Director

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Innsbruck Press Trip

Christmas now seems like a distant memory, but the Shepherd PR team got into the festive spirit early with a pre-Christmas press trip to the Capital of the Alps, Innsbruck.

Two years ago, Shepherd PR was appointed by Innsbruck Tourism as their UK agency for the stunning city and its surrounding villages and valleys.

Since then we have undertaken a range of activities, predominantly focused on gaining press coverage to promote the destination.

This has been achieved in a number of ways, including regular press trips in summer and winter, with this most recent visit focused on showing a group of regional, national and magazine journalists the area's Christmas Markets.

Shepherd PR organised the programme, working with the tourism team in Innsbruck to ensure the writers saw a wide-range of attractions to bring their reports to life.

We've already secured an incredible 49 pieces of press coverage as a result of the visit.

This has included articles in The Sun travel section, and full-page pieces in 34 regional titles.

A further 14 pieces of online coverage have also been secured.

This has meant that there were lots of opportunities for the public in the UK and Ireland to read about the destination.

If you're tempted to visit Innsbruck in 2019 then check out

<https://www.innsbruck.info/en/>

WHAT THE JOURNALISTS SAID:

"I had a brilliant time on the Innsbruck Christmas Markets press trip. Even before I left for the airport it was excellently organised, and once we arrived in Innsbruck it was clear Jane and Kathryn knew the area like the back of their hands.

"The entire trip ran smoothly and I felt like I got a comprehensive idea of what Innsbruck was like as a place - from the view at the top of the mountain right down to the Swarovski Crystal Worlds - and plenty of information to help me write an informed story afterwards.

"Shepherd PR even went out of the way to make sure we had a great time in the evening socially too. It was a press trip to remember all round!"

"The ladies at Shepherd PR were super organised and friendly making the whole press trip to Austria so easy and fun.

"The group of journalists was made up of five people, including myself, which was the perfect number and we quickly felt like a group of friends rather than acquaintances.

"The itinerary they had planned gave us a good insight into Innsbruck and what was on offer without feeling hectic at all.

"They accommodated our every need, tweaking the schedule on occasion and leaving plenty of free time so we were able to do everything we wanted.

"They also provided lots of booklets and information in a PR pack, so that we had everything we could possibly need to write up the review after our visit.

"It was a pleasure working with Jane and Kathryn and I would love to find a reason to work with them again!"



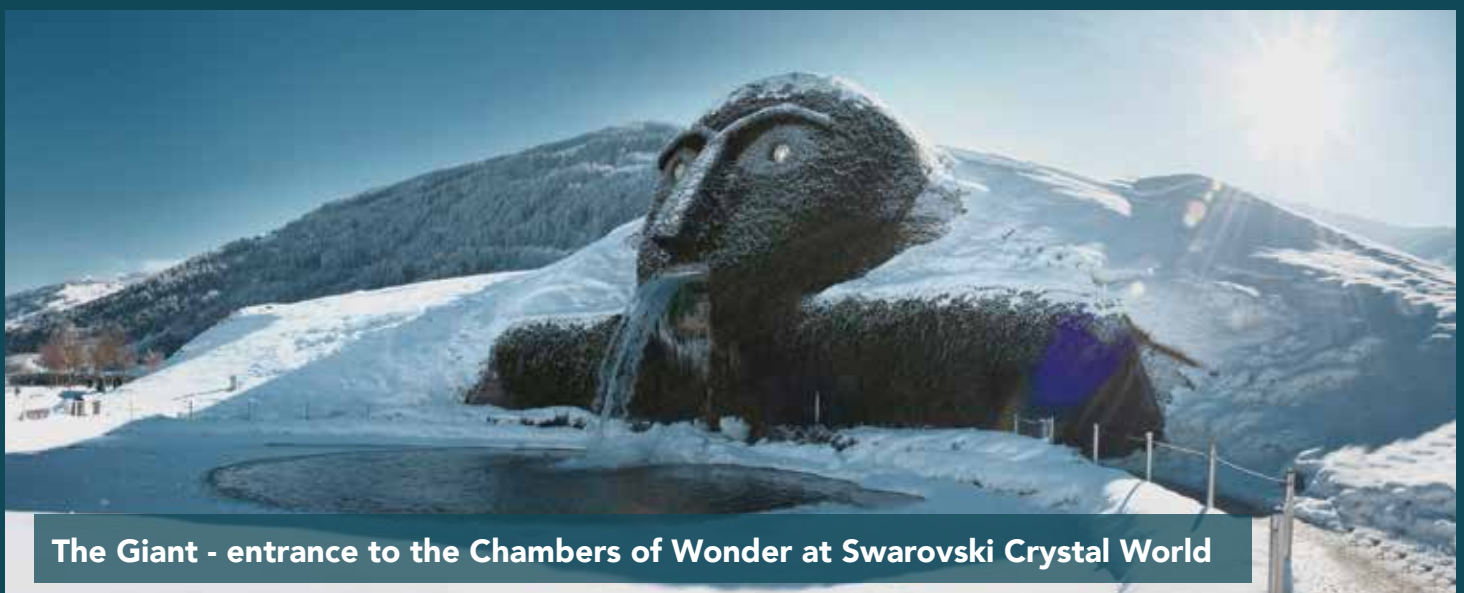
Sian Elvin

Social Media Editor,
MyLondon – Reach PLC



Leah Cassady

Reporter,
Staffordshire Newsletter



The Giant - entrance to the Chambers of Wonder at Swarovski Crystal World

NEW ACCOUNT NEWS



It's been a busy few months of new business wins at Shepherd PR.



We've been appointed by Michelin Tyre plc to handle its corporate communications activity in the UK.



Jane and Jo headed down to London for our first project, working on the launch of the 'Michelin Guide Great Britain and Ireland 2019.'



We've also secured the PR work for MasterMover, the electric tug company based close to our office in Ashbourne, Derbyshire.

The company supplies machines around the world and our work includes the development of case studies globally that capture the scope and scale of the business.



Shepherd PR secured extensive coverage across trade and regional press for Michelin Tyre plc during National Apprenticeship Week.



MERSEY SOUNDS



Shepherd PR has been proud to work with the Painting and Decorating Association for 15 years.

During that time, we've secured national, local and trade coverage for a range of initiatives for the national trade body.

One of the events in the PDA's calendar that the media love is the Wallpaper Hanger of the Year contest.

Trainee decorators from across the UK battle it out for the top title in junior and senior sections.

The 2018 winner of the senior category, announced at the PDA National Conference and Award Dinner in Liverpool, was Adam Knowles of Bagnalls.

The Shepherd PR team helped Adam and his employer, and training provider St Helen's

College get the recognition they deserved with coverage in titles including the Liverpool Echo.

We were also on hand as BBC Merseyside paid a visit to Adam at his college, to do an interview about his success – reaching thousands of listeners across the North West.

Shepherd PR is proud to have worked with the PDA for more than 15 years. Listen to the association's CEO, Neil Ogilvie, talk about his relationship with Shepherd PR in a short video at www.shepherd-pr.co.uk/our-work/trade-associations/



MEET the TEAM



JANE SHEPHERD
PR Director

A former newspaper and magazine journalist and Chartered Institute of Marketing (CIM) qualified marketer, Jane leads a team that takes the time to really understand what its clients do and what they want to achieve.

In a 30-year career she draws on a wide-range of experience, including in her role as a Media Operations Officer in the Royal Air Force – handling news stories at a national and international level – as well as a media trainer for organisations including the Environment Agency and the Nuclear Accident Response Organisation.

Jane was appointed in 2017 by the Department for International Trade as an Export Champion and one year later to the Trade and Investment Group of the Midlands Engine. Jane is also a former Visiting Fellow of Aston University and is currently vice chair of the QEGSMAT Multi Academy Trust, where she works on activities to support education and enterprise.



JO FOSTER
Media Manager

Connecting with journalists is a crucial part of our work and Jo is well-placed to deliver this service.

For more than 10 years Jo has had daily contact with the media across the UK, placing our clients' stories in newspapers, magazines, radio and TV.

Highly regarded among media contacts, Jo is often called upon by journalists to provide a commentator for a range of stories at national and regional level.



SOO TURNOCK
Planning and Research
Manager

Getting results is one thing, reporting them is another – and both are crucial for Shepherd PR clients.

Soo is at the hub of our evaluation and measurement process.

She produces reports on our activities and benchmarks the data year on year to ensure that our performance is monitored and constantly enhanced, providing reports showing values including Return on Investment (ROI), engagement, reach and other metrics.

These are used by our clients to demonstrate the value and impact of PR and to support effective governance of the communications activity.



**KATHRYN
MOORCROFT**
PR Account Executive

Kathryn has been working in the Shepherd PR team for more than five years and is an excellent writer, photographer and talented multi-media professional.

She works to ensure clients are well-represented in the press, social media and in video.

As one of the UK's first social media apprentices Kathryn gained an understanding of the digital landscape from a standing start.

Years later, that knowledge has built up to provide our clients with a valued view on how to achieve professional and meaningful communications covering both online and offline platforms, that portray them in a tone and style that meets the needs of their audience.



CONROY BAMFORD
Video Production Editor

Conroy produces high quality video, which connects our clients with their audience.

A talented film maker, Conroy brings a raft of imaginative ideas to the video unit – and an engaging style that puts even the most nervous interviewee at ease.

He works on all parts of the video-making process, providing both flair and individuality in equal measure, and his day-to-day involvement with our on and offline teams ensures the films are shared widely to clients' key audiences.



MAYA INGS
PR Assistant

Maya ensures that Shepherd PR's strategic, time-proven approach includes a fresh and dynamic perspective.

Her work includes research and planning.

Maya also supports the delivery of social media and video content.

She has only recently completed an apprenticeship with Shepherd PR, studying social media and digital marketing. Maya's inherent knowledge of social media ensures clients stay in pole position in the digital world.

Here to Help

We are here to help you connect with the right audience.

And because we'll take the time early on in the relationship to understand what you do and where you want to go, we'll be able to get on with it, leaving you to focus on your other commitments.

We are here to help you.

We can;

- Develop a complete communications strategy
- Research and define the best media for you to be seen in
- Organise media and broadcast coverage
- Write press releases for consumer, trade or technical audiences
- Make your website the centre of attention with newsfeeds and other content drawing in and informing visitors
- Provide specialist features that set you out as leaders in your sector
- Script, film and edit video
- Design, build and populate YouTube, Twitter and other digital channels
- Provide high impact videos to open conferences and other events
- Create meaningful content for social media channels
- Support you with media training
- Help with Search Engine Optimisation (SEO)
- Organise photo shoots
- Produce White Papers and other research-based material
- Help with brochure and website copy
- Produce award entries on your behalf and promote your own awards event

Attention to detail, creativity, great results and a can-do attitude – these are the hallmarks of our service.

Don't just take our word for it, watch Stephen Hodgson, Chief Executive of the Property Care Association, (pictured) talk about his work with us www.shepherd-pr.co.uk/our-work/trade-associations/



Moving Stories



International marketing needs careful thought to make its mark.

A recent project we have started for MasterMover is already hitting the target, generating enquiries and orders with some carefully crafted content in their new print and online magazine 'Moving Stories.'

Each issue sees nine editions being produced for different languages, countries and regions – taking news from the Derbyshire-based electric tugs company around the globe.

The magazines highlight how MasterMover's machines can move even the most challenging loads safely and efficiently.

MasterMover®
Worldwide Electric Tug Solutions

ISSUE 2 IS OUT NOW – you can sign up for it on the MasterMover website





OUT ON SITE

We love to get out on site, filming projects and gathering information for case studies.

We are highly trained with the protocol of working in environments including quarrying, construction, agriculture, factories and motor racing tracks to name a few.

Our work takes us all over the country, as well as overseas, writing about, photographing and filming our clients' projects.

We've produced some great videos for our clients out on site, you can view them on our website at www.shepherd-pr.co.uk/video/video-case-studies/



Making a Difference

Each year the Shepherd PR team produce a video to support a good cause. We decided this time to highlight the story of Beau Machin.

Beau's family needed to raise £75,000 to fund an operation for the seven-year-old. The surgery should allow Beau to play football with his brother and friends. The good news is the money was raised, and Beau is on-track to make his dreams come true. You can see the film we created about Beau under our Making a Difference page at www.shepherd-pr.co.uk/ourexpertise/makingadifference/

Last year we supported Glitz and Glamour, the brainchild of two Ashbourne women Kay Platt and Caz Harris, who have brought

the town together to raise money for Derby Breast Unit and Derby-based One Voice Gynaecological Support Group.

Kay and Caz created a 2018 calendar to raise funds for the two charities and we produced a video to boost its sales. The video included interviews with 11 brave ladies from the town who have battled or are battling cancer.

Their video secured local and national coverage, including the BBC Online site.



Beau in his Stoke City F.C. top, with his dad, Lee, twin brother, Seth, and mum, Georgina.

VIENNA CALLING!

For the third year running, Shepherd PR is supporting Austrian client, OeAD Housing Office; part of the Austrian agency for International Cooperation in Education and Research.

We promote OeAD Housing Office's summer schools in green building technology and alternative economics.

A mix of video, press coverage and social media is used to attract students around the world on to the programmes, which are held in Vienna.

Our work sets out the Austrian capital as a centre for the latest thinking in sustainable futures and

highlights the many opportunities that students enjoy in the city.

This year we also visited Futurebuild (formerly known as Ecobuild) to talk to visitors about the events, from the Advantage Austria pavilion located at the exhibition. This year was a great success for the team, with partnerships set up with universities including Salford, Nottingham and LSE, as well as key groups.



PUTTING THE PEOPLE BEHIND ADVANCED MATERIALS ON THE MAP

The Shepherd PR team has recently completed a series of staff videos for the advanced materials technology company, Lucideon.

Filmed at their headquarters in Stoke-on-Trent, 12 members of staff were interviewed about their role within Lucideon and why they love working at the company.

The videos have been produced for use on Lucideon's website and social media platforms, creating engaging content throughout the 'National Careers Week' initiative.

"From the setting up of the shoot, to the filming and post-production, everything ran smoothly.

"The team understood our brief and got the best out of our employees on the day, with the result that we now have a number of videos and soundbites that tell the world how great it is to work at Lucideon!

"I would highly recommend the team at Shepherd PR and look forward to working with them again."

Mandy Rymill

Marketing Communications Manager

LUCIDEON

Association of Noise Consultants

#ExploreAcoustics

What career is all about sound, but few people have ever heard of it?

The answer is acoustics, and a new campaign we've developed for the Association of Noise Consultants is helping to put the profession on the radar of school and college students.

The Shepherd PR video team has produced a variety of short films where students, academics and professionals in the industry talked about their roles.

Case studies have also been written and early stage press coverage achieved announcing the initiative.

The content is now in place for promotion in 2019 to students, schools, colleges and the media.

Social media has also been produced, starting off with engagement for the 'Tomorrow's Engineer' initiative; where content is being shared with thousands of people.



Tomorrow's Engineers Week

Dominic Bowers

“The possibilities within acoustics are endless and that's why I love it.”

ANC | ACOUSTICS & NOISE CONSULTANTS

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