



Performance Summary

2021

COMMUNICATIONS | CONTENT GENERATION | MEDIA ENGAGEMENT

A highly successful 12 months with examples of the KPIs we generated for just a few of our clients.

Media Interviews



More than

74

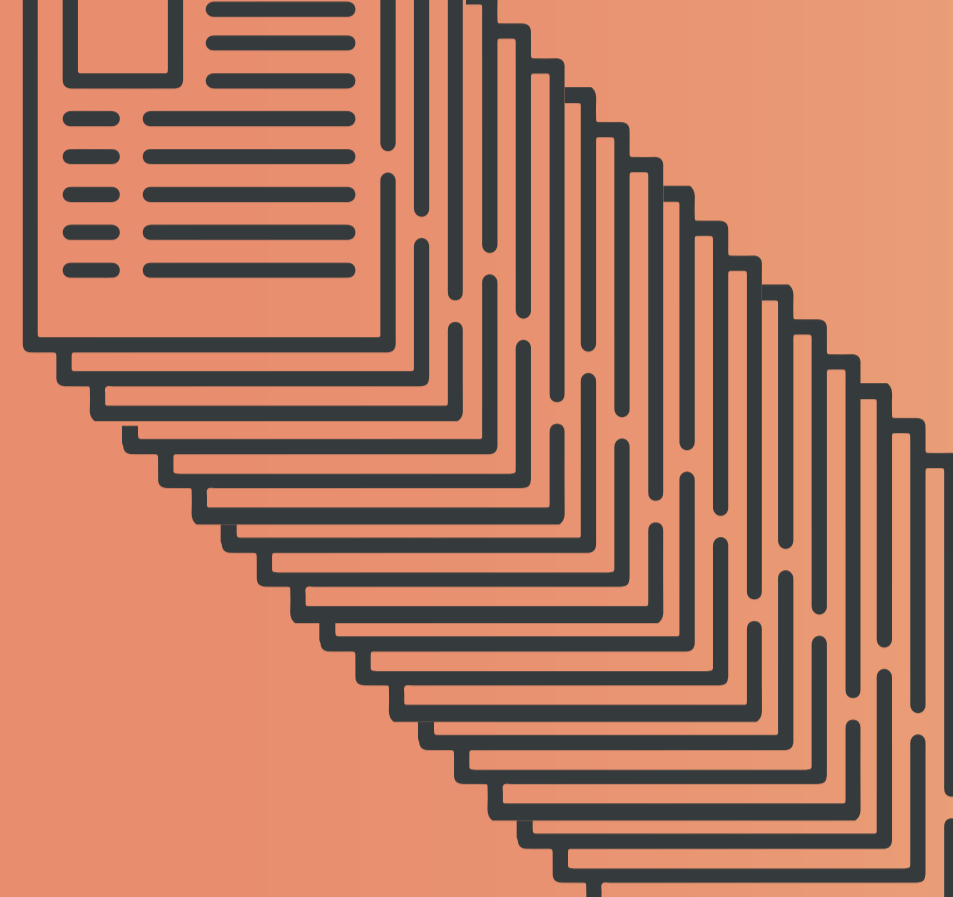
journalist interviews generated

Media Coverage

Over

356

articles and press announcements generated across trade and industry publications



White Papers, Technical Reports and Webinars



3

Leading Industry White Papers

Researched and drafted



2

Global Industry Webinars

Supported creation

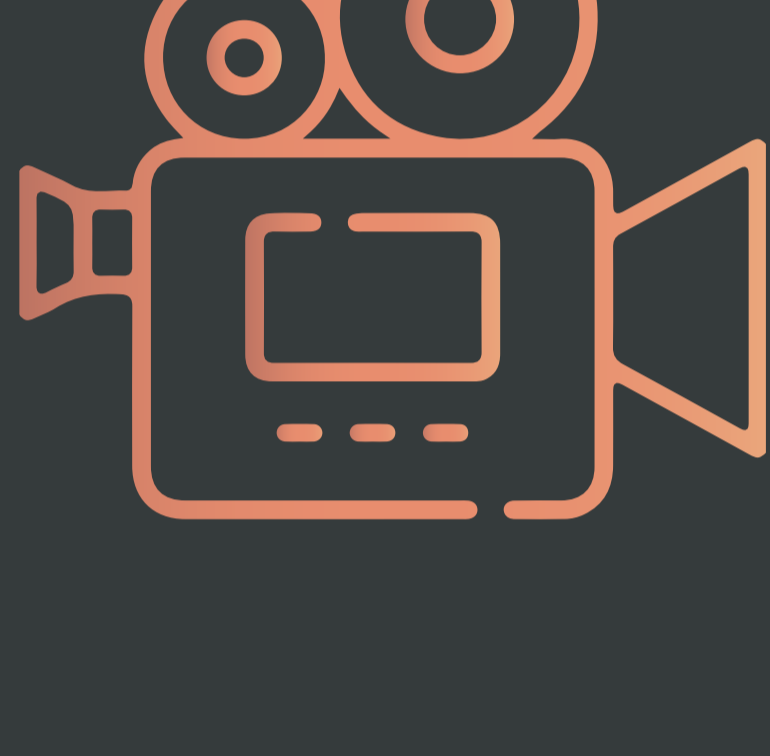


500

Delegates

Attracted to one webinar

TV and Video Documentaries



Created core content and scripts for

3

channel insight documentaries

Social Media

For one client we achieved an increase in followers by:



Speaker Training and Presentations



Supported senior management with presentation training and created a series of digital salesbooks for use in international conferences and sales scenarios

Newsletters and Blogs



Content creation and promotion of monthly newsletters and insight blogs generating positive and significant traffic through to client's websites.

Are you looking ahead to next year?



Reinvigorate your communications strategy with the help of an award-winning communications team driven by a passion to achieve positive, impactful results.



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Shaping perceptions with integrity and influence.