

Destination Suffolk

Maximising the Opportunity for Suffolk

'The Art of Communications'

Adam Baker - Head of 2012, SCC

Ashley Riley - Ashley Riley Communications

Brigit Parker - Marketing Manager, Choose Suffolk

2012 - PR Opportunities

- World wide media coverage - focus on Suffolk
- 20,000 press and media
- Nothing bigger than this

Reaching the Media

- Target key countries
- 2012 Media Pack - living document
- “People of Britain” / “Character bank”
- Photography
- B Roll footage

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Ashley Riley - Ashley Riley Communications

All of us might wish at times that we lived in a more tranquil world, but we don't. And if our times are difficult and perplexing, so are they challenging and filled with opportunity.

Robert F Kennedy

Communications – 5 key rules

the only thing that is constant is change

inspire people with confidence in the future

stay on message - wiifm

pictures do tell a thousand words

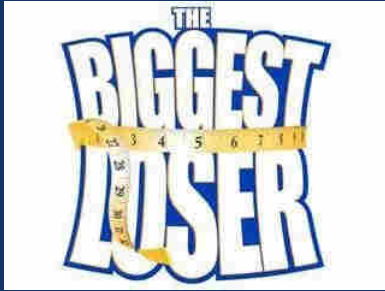
not a perfect science – but what is important?

the only thing that is constant is change



- adapt your message to change
- try and stay one step ahead in your mind
- head in the sand is worst thing to do
- ploughing the same furrow barely works
- use change as an opportunity

inspire people with confidence in the future



"I have a dream ..." Dr. Martin Luther King

"I like the dreams of the future better than the history of the past." Thomas Jefferson



- bad news sells well
- if not the future is full of hope
- "aim" for something
- gives you chance to come back
- under promise, over deliver



Stoke by Nayland
HOTEL • GOLF • SPA

W
S
C
WEST
SUFFOLK
COLLEGE

SUFFOLK
choosesuffolk.com

stay on message - wiifm



- what will your work do for people?
- make it simple to understand
- think about specific groups
- don't be afraid of stereotypes
- BEWARE! animals, children and sex sells!

pictures do tell a thousand words

- we live in a visual age
- make a boring story interesting
- always take outside
- you don't need to be David Bailey
- backdrop is important
- learn from mistakes



East Anglian Daily Times, Sunday February 2, 2014 www.eadt.co.uk

The Joy of Essex Martin Newett takes a look at his home county in the EADT every Saturday **BUSINESS EAST**

MPs get update on partnership

MEMBERS OF Parliament from across Suffolk and Norfolk met last night for their first working meeting on the New Anglia Local Enterprise Partnership (LEP).

Brendan Lewis, MP for Great Yarmouth, hosted the ten-hour gathering at the House of Commons which was also attended by the leaders of Suffolk and Norfolk county councils and other members of the New Anglia Development Centre which is overseeing the launch of the partnership.

LEPs are being introduced by the Government to replace regional development agencies, such as the East of England Development Agency (EDA).

Law's chief executive, included a briefing by the joint chairmen of New Anglia, Andy Wood, chief executive of Suffolk-based Adams, and Peter Barry, managing director of Norfolk-based Puma Foods.

Mr Lewis said: "Andy and Peter are giving terrific business leadership to the development of New Anglia. "Suffolk was a great opportunity to learn what progress has been made and ensure that through the LEP we take advantage of opportunities for our area."

Mr Wood said: "Tonight was another important milestone in the development of the New Anglia Local Enterprise Partnership. If we are to champion Suffolk and Norfolk and bring investment and new jobs to New Anglia, it is fundamental that we work hand in hand with our industry representatives."

It was evident from tonight's unanimous belief that MPs, business and council leaders share a passion for the LEP and the need for it to make a real difference to the lives of people across our two counties.

Mr Wood said: "We have agreed with the rapid development of New Anglia and that they are invest and support. We want to harness their energy, passion and powers of influence to help create a growing economy."

PHOTO: BRENDAN LEWIS MP, CENTRE, WITH NEW ANGLIA JOINT CHAIRMAN ANDY WOOD, LEFT, PETER BARRY

Masterclass on health at work

BUSINESS leaders across Suffolk are being invited to find out more about the benefits of keeping their workforce healthy at a free, interactive 10-day plan, next month.

Organised by Healthy Ambition Suffolk in partnership with Business in the Community and Norfolk Chamber of Commerce, the event is specifically aimed at small and medium-sized businesses.

Delegates will hear about the financial benefits which a healthy workforce can bring, such as increased productivity and reduced sickness absence.

The event takes place on Wednesday, March 19 at the Ipswich Building Society headquarters in the town of Ipswich, between 9.30am and 12pm.

For more information or to book a place, call PMA Higgins on 01473 86277 or email pmahiggins@ipswich.org.uk

'Distressed' deals fall

Acquisitions of distressed businesses in East Anglia have fallen to their lowest level in 10 years but continued to account for a significant proportion of merger and acquisition activity, research by Experis Capital for its countrywide trade book 100 shows.

It also says that East Anglia distressed companies being acquired out of administration or other formal insolvency procedures last year, representing one in 10 of all M&A deals, fell by 20% on last year to 14 in 2013.

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The research is part of the '100' series of trade books, the first of which was published in 2006. It is published by Experis Capital, a global provider of financial intelligence and research.

Top name speakers for tourism event

DESTINATION SUFFOLK: VisitEngland chief to address conference

By Dawn Bradu
Business Editor

Two of the top names in English tourism will be among the speakers here tonight at Destination Suffolk, the county's premier event for the year ahead.

James Bevan, chief executive of VisitEngland, will give a presentation on the state of the national tourism economy and reveal how Visit Britain has developed its national marketing strategy.

He will be joined by Chris Pitt, head of ICE for VisitBritain, who will explore the opportunities for tourism businesses powered by the 2015 London games and eight new Suffolk tourism investment and capital.

Destination Suffolk, which opened its regional development partnership in Suffolk last year, is being held this year at the Stoke by Nayland Hotel, just east of the county town on Wednesday, March 27.

"Tourism is a significant economic driver for Suffolk worth over £1.5 billion," said Tim Parsons, Suffolk's chief executive.

"We know it generates 30,000 jobs, makes us an attractive place to live and work and is a key driver in our growth strategy."

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PHOTO: JAMES BEVAN, CHIEF EXECUTIVE OF VISITENGLAND, WITH NEW ANGLIA JOINT CHAIRMAN ANDY WOOD, LEFT, PETER BARRY

Co-op will deliver

East of England Co-operative Society customers in Manningtree can now book their holidays while they go their supermarket shopping.

Following changes to the Co-op supermarket in the town, a travel branch has been incorporated into the store, with experienced staff on hand to give expert advice.

The store is also offering a new free holiday service to customers in Manningtree and nearby villages, including Armingfield, Oulton, East Harling and Great Bentley.

The Co-op has also opened a new farm-to-table service centre in Canby House, Oulton Road, Manningtree.

Safety accreditation

Suffolk-based post control company SWS is Suffolk Post Solutions has been accredited under the Contractors Health and Safety Assessment Scheme (CHAS).

CHAS accreditation ensures that adequate awareness training and provision of work are in place to manage potential hazards in the post control work such as working at heights or in confined spaces, the use of chemicals and handling asbestos in older buildings.

Company owner, Nick Cottrell, said: "CHAS accreditation will reassure current and potential clients of our commitment to health and safety."

not a perfect science – but what is important?

GOLDEN RULES FOR YOUR PRESS RELEASES

It is not Shakespeare and it is not a novel – if they want more they will ask for it.

Headlines are important – make them interesting.

The first paragraph should say it all.

Get the quote in early, get it in bold and get it named.

Always have a contact name and number.

Always follow up with a phone call.

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“Success is going from failure to failure without giving up.”

Winston Churchill