

# **Introducing Southern Public Relations Ltd**

## **Our company**

Southern Public Relations Limited (Southern PR) is Queenstown's first fully integrated public relations consultancy. It specialises in producing results-focused communication strategies and delivery plans for businesses and sectors in Queenstown and Wanaka as well as further afield in Christchurch, Rotorua, and Auckland.

It's our business to communicate your messages accurately to your audiences. Our clients rely on us to protect their reputations, build their brands, represent their messages and products, proactively offer ideas and identify opportunities. We are experienced at integrating media liaison, marketing material, networking opportunities and other communication channels to deliver tangible results.

## **Our people**

The company's principals are Alexa Forbes and Fiona Woodham who are joined by account managers Jenny Andrews and Bron Thomas to create an effective and dynamic team.

Fiona and Alexa have worked together providing media and communications services to Queenstown clients over the past 13 years. In 2004 they expanded the original partnership to set up Southern Public Relations Limited to meet increasing demand.

Our existing 'family' of clients includes some we have worked and grown with over those eleven years. Approximately 80% of our new clients are referrals from existing clients and many others are those who have come to us through word of mouth recommendations.

### **Alexa Forbes**

With several years' experience as a radio and print journalist in Queenstown as well as time spent in sales and media advertising, Alexa has a wealth of media knowledge and contacts.

During 10 years in the entertainment industry Alexa developed outstanding communication skills and an ability to connect and relate to people from all walks of life. Her PR skills include 'big picture' strategic planning, development of client relationships, identification of key messages and audiences, creative thinking and writing and media relations.

### **Fiona Woodham**

Prior to public relations, Fiona had a 14 year history as a Fleet Street journalist at a national newspaper level before emigrating to New Zealand where she worked for regional newspapers and radio news.

PR skills include strong interviewing and writing skills with exceptional attention to detail, media relations, sales and marketing skills, and intuitive knowledge of 'the story' and where it should be placed.

## **Jenny Andrews**

A PR and marketing professional, Jenny's skills lie in event management and publicity, political communications, project management, strategic marketing, and desktop publishing.

After 10 years of overseas experience, Jenny worked for Auckland City Council covering PR and marketing for the city's arts, culture and recreation. With her background as an Events Manager, she also became the council's event publicist for local, national and international events.

Before joining Southern PR, Jenny managed *Kidz Go* family magazine and website.

## **Bron Thomas**

A former PR and Marketing Advisor for central government in Wellington, Bron worked for clients such as SPARC and ACC before joining Southern PR in November 2007. Her broad range of PR and marketing skills include project management, political communications, speechwriting, issues management, social marketing, and brand and strategy management.

Four years overseas also saw Bron gain a wealth of diverse skills, from teaching English in Japan to working in media sales in Ireland.

## **Our town, our clients**

The Queenstown Lakes District is New Zealand's fastest growing region and Southern PR is vitally connected with the rapid change affecting this innovative and pioneering region.

Queenstown is a media hub, tourism town, a wine centre, an adventure capital, a party town, ski town and the vital, growing heart of a geographically majestic and exciting region. It is also home to a close knit community which is actively integrated with its business, development and regulatory components.

In this environment, Southern PR works with a fantastic group of clever, innovative, responsive and highly-charged clients who require quick reactions from their PR people, often at any time of the day, night or week. We're always ready to push the button NOW on an idea developed minutes ago, present a position to any range of stakeholders, or put time and consideration into the development of a long term strategy.

## **Our services**

We offer a full suite of PR services and provide an integrated communications, media management, brand development and marketing service to businesses, individuals and public sector organisations. We are skilled at getting ideas grounded into a plan and working with a wide variety of clients to deliver results that really make a difference to their business.

We employ a variety of tools to deliver a client's key messages quickly and effectively to key audiences in Queenstown, throughout New Zealand and further afield.

Our services include:

- Communications planning
- Media releases and distribution
- Specialist writing (brochures, newsletters, company collateral etc)
- Media launches
- Product launches
- Direct marketing
- Customer database creation and management
- Issues and crisis management
- Brokering media and Government relations
- Strategic planning
- Brand development
- Reputation management
- Writing websites
- Imagery management
- Media training
- Management of related services including website development, design, market research, advertising design and placement and event management

## **Charging schedule**

All new clients are invited to meet us for a free of charge, hour long meeting. You can tell us what you have in mind and we can give you some idea of what we think we can do for you.

At the end of this session you will be asked if you'd like us to prepare a PR/communications outline, and we can give you an idea of what this would cost. Our charging schedule is either based on hourly rates, or we can work to your set budget.

Ideally we will develop a communications strategy that covers what you want to say, to whom and how, and the results you wish to achieve.

## **Time charges**

Southern Public Relations generally estimates the time involved in a tactic and assigns the appropriate team member to the task, with further in-office support as deemed appropriate. Please ask for current hourly rates.

## **Disbursements**

Further fixed costs will be charged on as and when required. Phone calls, photocopying, scanning and mileage are charged at cost, as incurred on a monthly basis. In the event of working to an agreed quote or budget, additional consultancy is charged on an hourly basis as and when agreed to by the client. In any instance where a budget is at risk of being exceeded, Southern Public Relations Ltd would advise the client in advance of this happening.

## **Charging policy**

Southern PR invoices monthly and requests payment by the 20<sup>th</sup> of the month following.

## **Terms of engagement**

Southern PR has a comprehensive Terms of Engagement policy which protects our respective positions from a legal perspective. All clients are requested to read and sign the Terms of Engagement prior to public release of any documents by Southern PR.