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IT'S YOUR FUTURE

Our Services

Securing the Publicity **YOU** Deserve

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17 Cavendish Square, Mayfair, London W1G 0PH | Telephone: +44(0)207 1383067 | Email: hello@palamedes.co.uk | Visit:

www.Palamedes.co.uk

Agency Credentials & Approach

Who 'We' Are: Background, Credentials and Market Position

Palamedes PR, an award-winning public relations and advertising agency, has gained a well-earned international reputation for securing media coverage on a global scale. Together with our sister agency, Icen PR, we generate strategic publicity for our clients where others fail by delivering unique and newsworthy content to the world's print, broadcast and digital media. *This is our passion.*

With more than 30 year's combined experience in the media industry, our team of seasoned and award-winning journalists create campaigns that exceed client expectations. Our creative campaigns are conceived with a client's short and long-term sales and marketing objectives in order that the results we achieve are aligned with monetary goals. Our work consistently generates global headlines and thrusts new and existing products, services and brands into the public spotlight. We really are as good as our word. *This is our pedigree.*

We are a proud member of the Public Relations Consultants Association (PRCA), a copyright license holder with the Newspaper Licensing Agency (NLA) and, for our clients' peace of mind, are insured in each of our key practice areas including public relations, advertising and creative design. As such, we are an advocate of industry transparency and best practice. We also believe that an agency is only ever as good as its last campaign. This is why we go above and beyond standard protocol to ensure the campaigns we devise are the best that money can buy. *This is our promise.*

"Palamedes PR is like the Heineken of British agencies — it hits the parts other PR agencies can't reach"

Ricky Dewsbury, Daily Mail Online

The Creative Team: Experts in British and International Media

Jon Kirk cut his teeth on a variety of regional newspapers before joining Europe's largest press agency, South West News. It was here that he won the prestigious Press Gazette Reporter of the Year - the first time it had been awarded to an agency reporter - and here that he worked on thousands of breaking stories. He went on to work for News International and Trinity Mirror on the Sunday Times and Sunday People titles, the latter for which he was also a columnist. Jon re-joined South West News Service as its Chief Reporter following an 18-month assignment as a travel journalist (Trinity Mirror). Since launching Palamedes PR in 2009, he has secured well in excess of 5,000 page leads for the agency's clients worldwide. Jon oversees all aspects of Palamedes PR and also represents the publicity interests of numerous individuals as personal clients.

Jon Kirk, Managing Director
jon.kirk@palamedes.co.uk
www.JonKirkPR.com

Anthony Harvison learned the skills of the trade after a successful career in local journalism. He later managed the busy Feature Desk of South West News Service where he brokered hundreds of major stories for nearly every British newspaper and magazine, and for countless TV shows. Anthony joined Palamedes PR in 2009 as Accounts Director and acts the agency's primary point of contact with its clients. His work has contributed to a variety of agency accolades and continues to catapult our clients into the wider media spotlight.

Anthony Harvison, Accounts Director
anthony.harvison@palamedes.co.uk

Our consultants include Gwynneth Rees, a longstanding feature writer for the Daily Mail; Dena Cook, a news and features journalist who has variously worked for a number of regional and national publications; Matt Pettit, a seasoned web developer; and Denise Clark, a veteran graphic designer and advertising agency owner.

Gwynneth Rees & Dena Cook, Publicists
info@palamedes.co.uk



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Why Choose Palamedes PR

"The Palamedes PR team are full of fresh ideas for stories that work in a PR marketplace where that is rare. Their positive, can-do attitude comes from the top and makes them a pleasure to deal with for a national journalist."

Andy Bloxham, The Daily Telegraph

Why Palamedes PR?

If you're looking for unapologetically high volumes of media coverage in order to reach regional, national or international audiences, we are the only obvious choice. We can proudly state:

- * We are one of Britain's few 'news generation' agencies with a focus on headlines and positive media coverage
- * We are staffed by seasoned national journalists with a comprehensive knowledge of the media and what makes it tick
- * We devise award-winning PR campaigns that generate column inches each and every time - often when larger agencies have failed
- * We only ever engage clients with whom we are passionate about their products and believe widescale publicity is feasible
- * We don't try to impress with industry jargon and meaningless statistics - we believe actions speak louder than words
- * We have a reputation for devising exceptional campaigns that work. We plan for it to stay that way
- * We can deliver results within 48 hours and offer affordable, project-based campaigns with split monthly payments
- * We always aim to exceed expectations by delivering tangible results
- * We are the only consultancy that we know of that corroborates its claims through footnotes: see www.Palamedes.co.uk/footnotes

Professional References

Andrew Lownie, Europe's bestselling literary agent and founder of The Andrew Lownie Literary Agency, London, UK

Rachel Josephson, former Sales and Marketing Director, AudioGO (BBC Audiobooks)

Lord Lee of Trafford, Liberal Democrat Peer, former Financial Times columnist, and FT Publishing author

Additional Testimonials

"We appointed Palamedes PR on account of their reputation. They didn't disappoint" Worldwide Timeshare Hypermarket

"Palamedes PR secured widespread, impactful media coverage for us in the national and international media. They remain, as you would imagine, our PR partner of choice." BBC Audiobooks

"Exceptional coverage by an exceptional PR agency" Pearson Education & Financial Times Publishing

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Our Services

What We Don't Do

Package Deals

Unlike many practitioners, which choose not to adopt good industry practice, we don't offer (or recommend) 'off-the-shelf' packages. Such package deals invariably comprise three levels of service with a fee for each based upon a predetermined number of press releases in a given period. Our clients recognise that quality, effectiveness and purpose *always* overrides quantity.

Mass Distribution & Press Release Distribution Websites

Unlike many practitioners, which dazzle and scream about "up-to-date, global journalist databases", we don't offer (or recommend) mass/blanket editorial distribution. Access to such databases, which include the contact details of tens of thousands of journalists, writers and bloggers worldwide, can, in fact, be obtained directly - often for as little as £200. We do not - and never will - utilise press release distribution websites (of which there are many, often with free access), either.

Price Wars

Unlike many practitioners, which provide the kind of 'off-the-shelf' packages described above, we do not enter into price wars. Whilst competition is healthy - and great for the consumer - we value our work and the reputation of the industry. If you are looking for the cheapest option above all else - or for the greatest number of press releases in any given period, regardless of their purpose of effectiveness - we are probably not best suited to your requirements.

What We Do 'Do'

A Focus On Your Requirements

We generate positive headlines in key publications by developing quality copy for the media. The tools we will employ to achieve this will vary in both type and quantity. Whatever form our editorial products take, their content and purpose is *considered and aligned to our client's goals*. They are not 'off-the-shelf' or formulaic to cut costs (and corners) but rather drafted by former national news and features journalists with extensive practical experience of Britain's newsrooms.

Media (and Reader) Engagement

Our editorial products are distributed to the media in the old fashioned way: through dialogue. Our products are often passed to national outlets on an exclusive basis, or to publications for which our editorial staff have previously worked. We don't rely on mass/blanketed distribution - the "scattergun approach" - in the hope that someone, somewhere, will spot our copy and decide to run with it. Doing so serves no one's interests, and would negatively impact our reputation for delivering compelling, newsworthy content.

Transparent Fees

Our fees are based upon our market position, our journalistic pedigree, and upon the proven effectiveness of our public relations campaigns. They are transparent in that we do not enter into price wars and will provide you with a fee quotation - with no hidden extras - in our paperwork. We work with people and with organisations who understand that effective public relations requires a professional, strategic and creative approach.



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SCHEDULE 1: PRCA PROFESSIONAL CHARTER

1. PRCA PROFESSIONAL CHARTER

A member firm shall:

Have a positive duty to observe the highest standards in the practice of public relations.

Furthermore a member has the responsibility at all times to deal fairly and honestly with clients, past and present, fellow members and professionals, the public relations profession, other professions, suppliers, intermediaries, the media of communication, employees, and above all else the public.

Be expected to be aware of, understand and observe this code, any amendment to it, and any other codes which shall be incorporated into this code, and to remain up-to-date with the content and recommendations of any guidance or practice papers issued by the PRCA, and shall have a duty to conform to good practice as expressed in such guidance or practice papers.

Uphold this code and co-operate with fellow members in so doing by enforcing decisions on any matter arising from its application. A member firm that knowingly causes or permits a member of its staff to act in a manner inconsistent with this code is party to such action and shall itself be deemed to be in breach of it. Any member of staff of a member company who acts in a manner inconsistent with this code must be disciplined by the employer.

A member firm shall not:

Engage in any practice nor be seen to conduct itself in any manner detrimental to the reputation of the Association or the reputation and interests of the public relations profession.

CONDUCT TOWARDS THE PUBLIC, THE MEDIA AND OTHER PROFESSIONALS

A member firm shall:

Conduct its professional activities with proper regard to the public interest.

Have a positive duty at all times to respect the truth and shall not disseminate false or misleading information knowingly or recklessly, and to use proper care to avoid doing so inadvertently.

Have a duty to ensure that the actual interest of any organisation with which it may be professionally concerned is adequately declared.

When working in association with other professionals, identify and respect the codes of these professions and shall not knowingly be party to any breach of such codes.

Cause the names of all its directors, executives and retained consultants who hold public office, are members of either House of Parliament, are members of Local Authorities or of any statutory organisation or body, to be recorded in the relevant section of the PRCA Register.

Honour confidences received or given in the course of professional activity.

Neither propose nor undertake any action which would constitute an improper influence on organs of government, or on legislation, or on the media of communication.

Neither offer nor give, nor cause a client to offer or give, any inducement to persons holding public office or members of any statutory body or organisation who are not directors, executives or retained consultants, with intent to further the interests of the client if such action is inconsistent with the public interest.



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SCHEDULE 1: PRCA PROFESSIONAL CHARTER (continued)

CONDUCT TOWARDS CLIENTS

A member firm shall:

Safeguard the confidences of both present and former clients and shall not disclose or use these confidences, to the disadvantage or prejudice of such clients or to the financial advantage of the member firm, unless the client has released such information for public use, or has given specific permission for its disclosure; except upon the order of a court of law.

Inform a client of any shareholding or financial interest held by that firm or any member of that firm in any company, firm or person whose services it recommends.

Be free to accept fees, commissions or other valuable considerations from persons other than a client, only provided such considerations are disclosed to the client.

Shall list the names of its clients in the Annual Register of the Association.

Be free to negotiate with a client terms that take into account factors other than hours worked and seniority of staff involved. These special factors, which are also applied by other professional advisers, shall have regard to all the circumstances of the specific situation and in particular to:

The complexity of the issue, case, problem or assignment, and the difficulties associated with its completion.

The professional or specialised skills and the seniority levels of staff engaged, the time spent and the degree of responsibility involved.

The amount of documentation necessary to be perused or prepared, and its importance. The place and circumstances where the assignment is carried out in whole or in part.

The scope, scale and value of the task, and its importance as an issue or project to the client.

A member firm shall not:

Misuse information regarding its client's business for financial or other gain.

Use inside information for gain. Nor may a consultancy, its members or staff directly invest in their clients' securities without the prior written permission of the client and of the member's chief executive or chief financial officer or compliance officer.

Serve a client under terms or conditions which might impair its independence, objectivity or integrity.

Represent conflicting or competing interests without the express consent of clients concerned. Guarantee the achievement of results which are beyond the member's direct capacity to achieve or prevent.

Invite any employee of a client advised by the member to consider alternative employment; (an advertisement in the press is not considered to be an invitation to any particular person).



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SCHEDULE 1: PRCA PROFESSIONAL CHARTER (continued)

CONDUCT TOWARDS COLLEAGUES

A member firm shall:

Adhere to the highest standards of accuracy and truth, avoiding extravagant claims or unfair comparisons and giving credit for ideas and words borrowed from others.

Be free to represent its capabilities and services to any potential client, either on its own initiative or at the behest of the client, provided in so doing it does not seek to breach any existing contract or detract from the reputation or capabilities of any member consultancy already serving that client.

A member firm shall not:

Injure the professional reputation or practice of another member.

DISCRIMINATORY CONDUCT

A member is required to take all reasonable care that professional duties are conducted without causing offence on the grounds of gender, race, religion, disability or any other form of discrimination or unacceptable reference.

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SCHEDULE 2: COMPLIANCE WITH THE DATA PROTECTION ACT AND OTHER LAWS

In performing its obligations under this Agreement, each party shall comply with the requirements of all legislation in force from time to time including, without limitation, the Data Protection Act 1998.

For the purposes of this contract,

“**authorised person**” shall have the meaning set out in as section 31 of the Financial Services and Markets Act 2000; and

“**Financial Promotion**” means any material created by the Consultancy for the Client pursuant to this Agreement that comprises or includes an invitation or inducement to engage in investment activity;

“**FSMA**” the Financial Services and Markets Act 2000 together with any rules, orders, regulations, codes of practice and delegated legislation made thereunder from time to time.

The Client shall be responsible for ensuring that it, and every Financial Promotion, complies with the FSMA and all relevant rules, regulations and guidance issued by Financial Services Authority from time to time (including without limitation the “Conduct of Business Sourcebook”, as amended from time to time).

The Client warrants in relation to each Financial Promotion that:

the Client is an authorised person and that such Financial Promotion will be seen and approved by the Client for the purposes of section 21 of the FSMA prior to being communicated to any person; or

if the Client is not required to be an authorised person, that such Financial Promotion will be approved by an authorised person for the purposes of section 21 of the FSMA prior to being communicated to any person; or

such Financial Promotion is otherwise permitted by the FSMA.

Without prejudice to any other indemnity under this Agreement, the Client hereby agrees to indemnify the Consultancy (including its directors, officers and employees) against all losses, damages, liabilities and expenses (including legal expenses) which the Consultancy may incur or sustain directly or indirectly as a result of any claims, demands, civil or criminal proceedings or disciplinary action brought against the Consultancy by the Financial Services Authority or any other person or organisation which arise as a result of or in connection with any of the Financial Information, any publication, transmission or release of the Financial Information or any breach by the Client of the terms set out in Compliance with the Data Protection Act and Other Laws.

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