

## BROADER SERVICES

### *What We Do For IT/B2B Clients*

Network PR's B2B and IT practice assists organisations develop and implement communication campaigns that reach key markets. We do this through a range of client services that address media and non-media channels.

<b>Service</b>	<b>Strategic Value</b>
Strategic Planning	Ensures that the PR Plan effectively supports the company's Marketing Plan
Message Development	Delivers a concise set of corporate & product messages for all marketing communications
Media Training	Prepares company spokespeople for effective media engagement
Media Relations	Delivers desired message penetration with key media
Measurement And Reporting	Ensures PR outputs are valued by others within the organisation
Channel Engagement	Strengthens relationships and, through collaborative efforts, increases editorial opportunities
Product Launches	Creative launch concepts drive attendance and exposure
Events & Exhibitions - external	Sourcing and evaluation maximises your marketing spend
Events & Exhibitions - internal	Develops partner and customer events that raise corporate profile and create extra media exposure opportunities
Sponsorship Development And Management	Ensures that any sponsorships undertaken support corporate and brand positioning

While most of these services are designed to gain media exposure, they are not used simply for exposure's sake. Rather they are used strategically to deliver predetermined results. Examples include:

- Thought Leadership - Network PR uses media and other more indirect channels to build thought leadership positions for client. If you have a contrary view to your peers or would like to champion an industry cause, then talk to us about thought leadership.
- Reputation Management - For some clients, their product is the hero, for others it's their corporate brand. Network PR works hard at making sure the relationship between product perception and corporate reputation is in harmony. Some activities in this area include Corporate & Social Responsibility programs, sponsorships and executive profiling.
- Partner Programs - Partner relationships are about more than Platinum, Gold and Silver levels. With good public relations input they can also be about publicly showcasing the exceptional benefits brought to channel customers by a unified team of vendor and partner. This often takes the form of case studies for media and sales force use.