



Crisis & Risk Management
Event & Exhibition Support
Internal Relations Campaigns
Lobbying Campaigns
Media Awareness Training
Media Relations
Media Tours
Message Definition Workshop
Online Reputation Management
Translation Services

Public Relations

"To build a great brand you need the validity that only third party endorsements can bring. You need the validity of Public Relations."
Al Ries, Author

Public relations is a core part of our work at Cohesive Communications. We are steeped in dealing with the media, understanding communications channels and defining and transmitting messages. From fully-fledged PR programmes to short-term high-impact tactical deployments, our service offering is both comprehensive and focussed.

Cohesive deploys campaigns that are both applicable and appropriate to each industry and client needs, enabling maximum results within each medium.

Crisis & Risk Management

Cohesive reacts quickly, and is proactive in dealing with unforeseen crises. You don't need to be a high-street blue chip company to have your business affected by bad press. Our programmes include scenario planning as well as a contact schedule prioritising who gets alerted first when something does go wrong.

Event & Exhibition Support

Arranging press briefings and managing media contact at international trade events can maximise overall attendance results and improve profile awareness. Often as part of an overall strategy for your event participation, Cohesive arranges press meetings for you prior to the show and attends each one to ensure maximum exposure.

Internal Relations Campaigns

Companies that communicate with their staff can manage the profile they have among this core audience and reap the benefits of a happy workforce who know how to sell the company image. We can prepare programmes that look objectively at your internal relations and provide advantages to your business.

Lobbying Campaigns

Cohesive can help you target small numbers of specific individuals you need to see your organisation's point of view. Public affairs lobbying is PR under a microscope. From a campaign to raise government awareness to a community sector programme that engages public opinion, Cohesive can advise and plan on strategy to achieve exposure of targeted issues to selected audiences.

Media Awareness Training

Journalists are an opportunity to communicate with your markets. If you don't understand the media, dealing with them could turn out to be a real waste of your time and money. Cohesive provide informative, tailored and interactive sessions that focus on your industry and the publications that report about it.

Media Relations

Cohesive's media relationships in the technology sector are second to none. And that's not just vertical titles and techie journals. We speak regularly to the business and lifestyle press who increasingly write about technology. We are renowned for supplying journalists with timely, accurate and relevant information about our clients.

Media Tours

Cohesive has extensive experience in organising UK and European media tours - an invaluable tactic for product and company launches. We will plan press conferences and/or a series of one-on-one journalist briefings where your spokespeople can perform.

Message Definition Workshop

Cohesive works closely with its clients to clarify primary business objectives and identify a set of key messages. This provides the platform to establish goals for communications activity. Far from resulting in a lengthy document that collects dust, and impresses only those that wrote it, this exercise addresses real needs and realistic objectives.

Online Reputation Management

No prizes for knowing that the Internet is a big place. And somewhere out there is your organisation's reputation, lost and possibly miles from home. Cohesive works with a number of specialist partners to devise a plan of action and execute a proactive, ongoing monitoring system to enable assessment of company profile in an online world.

Translation Services

As an international consultancy, Cohesive understands the importance of local languages and the other needs of individual audiences. When dealing across borders and in bi-lingual territories, we use the partners at our disposal to obtain professional, rapid translations of any and all marketing materials.



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