

For Immediate Release
22nd June 2009

PR or no PR

Cambridge-based PR consultancy, Phillips Profile, is today launching its new PR audit.

The Phillips PR audit is a one-day consultation to appraise a company's publicity and provide a recommended programme for the continued growth of its profile. Whilst every company has commitment to what it does, Phillips Profile believes that as external observers with an experienced eye, we are able to offer a perspective on that commitment and evaluate PR needs accordingly.

In a refreshingly honest statement, Margaret Phillips, Managing Director of Phillips Profile, said: "Not every company needs PR; not every company should have PR; but some companies can benefit from PR."

The one-off consultation gives a company the opportunity to consult in private, and in confidence, with Margaret Phillips and for her to advise, in a follow-up written report, on what would best suit the publicity purposes of that company. Margaret's 25 years in high-level PR have given her the insight and experience to advise senior managers on the benefit – or not – of raising their company's profile.

For more information or to book a PR audit, please call 01223 846955 or email td@phillipsprofile.co.uk.

- ends -

For further information please contact:
Georgina Dunlop, 01223 846955, gd@phillipsprofile.co.uk