



Press release

December 2009

Media relations: building your public profile

The Institute held its final seminar of the year on 15 December 2009 at Park Plaza, Victoria giving delegates the strategies to differentiate their activities using the most cost effective marketing tools.

Kirstie Colledge, *Managing Director, Simply Marketing Ltd*, kick-started the seminar with an eye opening introduction on how to write a killer press release. Using a 'who, what, when, how and why' technique. Further tips on successful publishing both online and offline and on search engine optimisation techniques offered practical, useful background on promoting profile to stay ahead of the competition. A detailed analysis of the latest Web 2.0 trends covered corporate blogging and micro blogging activities – powerful and often under-used tools for associations.

Giles Robertson, *Founder and Director, Green Banana marketing*, looked at how a verbal and visual brand identity helps organisations to “*understand unarticulated needs and go forth to meet them.*” Case studies used campaigns from the WWF, the Fairtrade foundation, Cancer Research UK, Tate and Greenvoice to show how powerful, marketing campaigns use brands to convey a targeted message that inspires both action and loyalty. Ten top tips for of marketing in a recession received positive feedback – with social networking a key part - but not the only element - in the mix.

The seminar was followed by festive end-of-year drinks with members, delegates, speakers and supporters.

The Institute would like to extend special thanks to sponsors NetXtra and Kingston Insurance.

For more information on the work of the Institute, forthcoming events and recent presentations, please visit www.iofam.org.uk

Ends

Notes to Editors:

The Institute of Association Management (the IofAM) is an independent professional association managers aiming to develop, promote and share best practice for the benefit of IofAM members and all those involved in the governance of associations. To achieve its objectives, the IofAM offers a forum for education, training and development, dissemination of information, networking, and research. Our seminars, masterclasses, round-tables and other education and training programmes are geared to all levels, and work to encourage the development of professionals in this varied sector.

Contact:

Ellis Chen
Marketing and Communications Executive
0207 227 3461 ellis.chen@secretariat.org.uk

Institute of Association Management
1 Queen Anne's Gate
Westminster
London
SW1H 9BT
0870 330 8624
iofam@secretariat.org.uk