

Who really are the most effective PR consultants in the south?

The dictionary definition of public relations couldn't be clearer: Managing the communication between an organisation and its publics.

But identifying the most appropriate public relations consultancy couldn't be more difficult.

Because over the years, distinctions have become blurred. Advertising agencies have become marketing communications consultancies; design companies describe themselves as brand consultants; and a number of PR practitioners have taken to talking more about marketing and branding than actual communication.

Yet ironically, the particular skills of the PR practitioner have never been so relevant. The reasons are obvious. The pace of business becomes ever-more frenetic year-on-year; the prolific methods of communication which are constantly increasing. Combined, it means the need for control to ensure that a company's message is properly communicated is critical.

What **DECISION** has been doing is to ask thirty company directors who make or advise on the appointment of a PR practitioner what information would be of real use to them to reach a valued judgement as to the likely efficacy of the appointment. Who would be appropriate to talk to for the launch of a new business-to-business product or the crisis management plan for a leisure company?

On their behalf, and completely to their specifications, **DECISION** has been creating and compiling a unique independent reference to the actual rather than claimed or perceived expertise of the leading public relations practices in the south.

amplifier
think create communicate

Liz Leanpr

POLYMEDIA
FULL SPECTRUM PR

FOOTPRINT
COMMUNICATIONS

leepeckgroup

remarkable[^]

Each of the practices appearing in the Communication Management Showcase was selected and approached by DECISION. The content was sourced, researched, validated and written entirely by DECISION, and will be published in the next issue (the second week of January 2012).

But to receive a preview copy in December, simply email mail@decisionmagazine.co.uk just with the word Showcase in the subject line.