



## **Are you up to speed on PR?**

### **Tim Miller, Senior Account Executive at Genesis PR, explains how you can make the most of the PR being generated for SAIF and its members**

We are very pleased to be working with SAIF and we have already had the opportunity to create press and radio opportunities for local SAIF members across the UK, in particular as part of the Fair Funerals pledge campaign.

Our PR programme is about raising awareness of the SAIF brand and promoting SAIF and its members across local media.

To make the most of all the opportunities available, we would like to hear your ideas and suggestions and for you to keep us informed about your own local developments.

I will be attending the SAIF Education Conference on 4<sup>th</sup> November and I look forward to getting to know the SAIF members. In the meantime, here are some of the ways you can help raise your firm's profile by thinking about PR opportunities.

#### Think PR!

- *Let us know if you see any relevant, local news stories you would like to comment on*
- *Keep us updated with any interesting activities, events or good news about your business e.g. new investments, new premises*
- *If you are unsure if something would make a good news story, get in touch*
- *If you have a good news story, take some high resolution photos or videos*
- *If you are contacted by a journalist, let us know so we can help coordinate a response*
- *Inform us of any media enquiries so we don't miss out on any opportunities*
- *Keep up to date with all PR activities by following SAIF on Twitter and Facebook*
- *If you have any questions or are unsure of anything – just ask!*

#### Remember:

- *If you are running any of your own PR or marketing initiatives, keep us in the loop so we can ensure there is no crossover or conflict with any PR campaigns we are running for SAIF*
- *If you are contacted by a journalist remember that, as a SAIF member, anything you say can be seen to be representative of SAIF and its members*

How to get in touch:

- *Tim Miller – 01473 326405 / [tim.miller@genesispr.co.uk](mailto:tim.miller@genesispr.co.uk)*
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