

PR IN A BOX

Joshua PR's 'PR in a Box' programme is a consultancy project that will potentially save you thousands of pounds in PR agency fees.

An expert Consultant from Joshua PR will work with you to establish a PR programme specifically designed to meet the needs of your company, providing you with everything you will need to manage your own 6-month PR plan.

DELIVERABLES

You will receive your own, personalised PR plan that will allow you to manage a 6-month PR programme to raise your profile in the media that really matter to you. This will include:

- 1 press release written and ready to be distributed
- 3 different templates created for additional releases
- A checklist for press release distribution
- A list of the top 10-12 publications in your sector
- A programme for submitting industry commentary to the leading publications
- A weekly PR to-do list (to take about 1/2 day per week)
- An additional 25 hours of consultancy time to be used at your discretion (optional)

TIMING

The initial consultancy period would involve a day in your office talking to all Senior Management as well as spending time with whoever would be running the programme. Two weeks following that initial assessment the presentation of the final plan would take another full day with you.

BUDGET

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| – PR in a Box | - £2,500* |
| – PR in a Box (plus additional consultancy time) | - £3,750* |

**Plus travel and accommodation expenses if required.*

FOR MORE INFORMATION

Contact Patrick Smith at patrick.smith@joshuapr.com or +44 (0)7734 600 553

Other services are also available from Joshua PR, to find out more please call, or visit:
www.joshuapr.com