



THE POWER OF PR

WITH KATRINA
SUPPIAH AND LISA
HENSHAW

www.signalbizhub.org

WHAT WE ARE GOING TO COVER

- What is PR?
- Identifying and reaching your audience(s)
- What makes a story? Finding your messages
- PR content
- PR tactics

WHAT IS PR?





IDENTIFYING AND REACHING YOUR AUDIENCE



WHAT MAKES A STORY?



What's
Your
MENTENGE
IS KING
?

Menu **National Theatre** Login MyNT Basket Search

What's on

Women in leadership – commanding presence, boldness and passion


Shows

- David Hare at the National Theatre
- Nine Night: Nine Questions for Director Roy Alexander Weise
- Nine Night: Nine Questions for Playwright Natasha Gordon
- Our Christmas song favourites
- The Tell-Tale Heart: 10 things you didn't know about Poe
- Eugène Ionesco: A Bluffer's Guide
- Model Boxes: Designing Absolute Hell
- Pericles | Chris Bush on her adaptation of Pericles
- Julie | Creating Movement with Ann Yee
- An Octoroon | Interview with Branden Jacobs-Jenkins, Playwright
- Essential Reads with... Tonic Theatre
- Nina Raine on Consent
- An interview with the producer of Connections

News

- A Tribute to Andrea Levy, by Sir Lenny Henry
- The Duchess of Sussex announced as our new Royal Patron
- Sir Peter Hall, 1930-2017
- Joint Statement on the Theatre Industry
- Sir Peter Shaffer, 1926-2016
- Rufus Norris responds to harassment and bullying survey by The Stage
- Women in leadership – commanding presence, boldness and passion**

How Theatreworks' techniques help build and strengthen women leaders



8 March – As the world celebrates International Women's Day, today is a day to reflect on empowering and celebrating women around the world – in our homes, communities and places of work. When it comes to leadership, women have come a long way. We are seeing more and more strong women leaders the world over, but there is still a lot of work to do.

'The work we do coaching women to command presence, take up more space and to have the confidence to be themselves in the workplace can go a long way to cultivating strong women leaders at any stage of their career.' says Didi Hopkins, a senior facilitator for Theatreworks, the National Theatre's own professional training programme.

Stage presence

The long history of strong leading ladies in theatre is no accident. An actor's very job is dependent upon her 'being in the room'; on making an impact and taking command of her presence on the stage or screen. While women in the theatre are still striving toward achieving a 50/50 gender balance with men when it comes to leading roles and directing, they have a distinct advantage over women in other industries when it comes to leadership and commanding respect.

Women who 'tread the boards', or even work with actors regularly, are more aware of, and comfortable with, their presence and how it affects others. Actors spend hours in rehearsals playing with how to use their voices, body language and breath, ensuring that when they are in the spotlight, they come across as the strongest, most passionate version of themselves – and the characters they portray.

Home My Feed Saved

Search Video Rewards [Subscribe - 30 days free](#) [Login](#) [Register](#)

The Telegraph HOME NEWS SPORT BUSINESS ALL SECTIONS

Technology Intelligence

Gadgets Innovation Big Tech Start-ups Politics of Tech Gaming Podcast Tech Jobs Newsletter

Technology Intelligence

This app will read out GDPR regulations to send you to sleep

share Save 2



The bedtime tale made by sleep and meditation app Calm was inspired by the 209-page statute by the EU CREDIT: CALM

Follow **By Joseph Archer** 24 MAY 2018 - 6:00AM

A meditation app will read out the text of Europe's lengthy new data protection rules to get users to relax and send them to sleep.

The lullaby, made from a section of the 57,509-word document produced by the European Union, will be released this Friday when the new data protection rules come into effect.

Called "Once upon a GDPR", the 34-minute piece of audio is read out by Peter Jefferson who for four decades delivered the BBC's Shipping Forecast, which became known for being a sleep aid for radio listeners.

MORE STORIES

- Farage is stealing Remain's thunder, as Change UK descends into chaotic amateurism
- Boy, 7, hid in bushes as father killed mother and brother in Tenerife cave after promise of...
- Tiffany's Sloane Square branch ransacked by moped gang after thieves use van to smash into store
- Would Brussels even allow an independent Scotland to join the EU?
- Storm Hannah to end heatwave weather as Met Office issues wind and rain warnings

FOLLOW THE TELEGRAPH

Follow on Facebook Follow on Twitter Follow on Instagram Follow on LinkedIn

How marketing builds value into your business

Categories

-  Agriculture & Environment
-  Automotive
-  Charity
-  Education
-  Financial & Legal
-  Health & Wellbeing
-  Hospitality
-  Manufacturing
-  Professional Services
-  Property & Construction
-  Retail
-  Tech & IT



News

05/04/2019



Enter your email for our weekly newsletter

Subscribe

Following a highly successful event at the end of 2018, The Marketing Centre, HURST and Fluid Ideas are hosting a seminar on the theme of 'how marketing builds value into your business.'

The event, which will be held at HURST's Stockport office, will be co-presented by Julie Brook from The Marketing Centre as part of her drive to support the growth of local SME's. Along with Phil Harvey and Colin Mitchell from Fluid Ideas, she will be guiding business owners on how to use straightforward marketing techniques to drive business value.

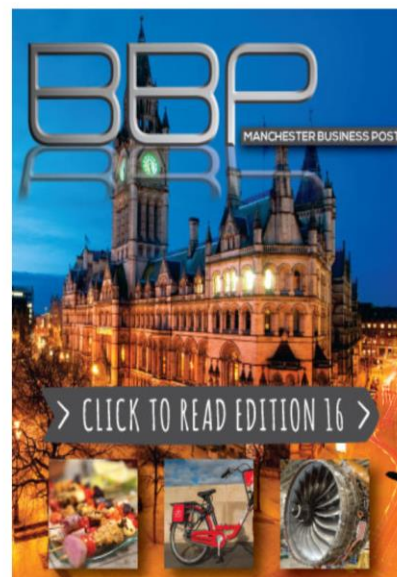
The presentation will highlight key elements from an e-book produced by The Marketing Centre on the theme of 'How Marketing Builds Future Exit Value' – covering off areas including:

- Benchmarking and understanding your position and value in the market
- Developing your employer brand
- Why is New Product Development important?
- Brand is everything

Date: Thursday 11th April 2019

Time: 8-10am (breakfast included)

Location: HURST, Lancashire Gate, 21 Tiviot Dale, Stockport, SK1 1TD

Event registration: <http://tinyurl.com/yyfy2rcn>

eat.drink.sleep

LOLLY AND YOYO CREATE A TECHNOLOGY FIRST FOR THE HOSPITALITY INDUSTRY

April 3, 2019 | featured



Lolly, the PoS and payments specialist, has further extended its partnership with Yoyo by integrating the award-winning payments, marketing and loyalty commerce platform into Lolly's first self-serve kiosk.

Yoyo has been a strategic partner of Lolly since 2015 – providing Lolly's hospitality customers with best-of-breed when it comes to a combined payment, loyalty and rewards offering.

As Lolly looks to deliver the most enhanced self-service offering, customers will now be able to buy, collect loyalty and earn rewards in a single payment moment through the new self-serve LollyServe platform.

As well as speeding up service, personalising experience, and increasing sales volumes for hospitality providers, the move further enhances Yoyo's omnichannel offering, with this new unmanned in-store solution becoming yet another way for Yoyo's 1.5 million users to have the most consistent payment, loyalty and rewards experience, regardless of how they choose to shop in-store or online.

Peter Moore, CEO at Lolly, said: "Combining these technologies creates a hospitality industry first – bringing together order, collect, payment and loyalty for the first time in one transaction, which will ultimately support increased sales volumes during the cashless revolution.

"We are excited to be extending our partnership with Yoyo. In terms of a payments and loyalty marketing product, it is by far the most superior we have seen coming into the market over the last few years and has already been deployed by hundreds of Lolly customers – creating a meaningful engagement channel so that our hospitality partners can measurably increase customer lifetime value.

"LollyServe was launched to enable hospitality providers of all sizes to benefit from the speed and convenience of self-serve technology. It was created with customer engagement top of mind, and our partnership with Yoyo is set to further enhance this."

Yoyo co-founder and CEO, Michael Rolph, said: "Yoyo's mission is to create the most consistent, personalised and rewarding shopping experience for all and in every way. Whether our 1.5 million users use Yoyo on the high street, at work or at university, convenience, speed and rewards are core to what we deliver to customers, and extending our partnership with Lolly to include self-serve kiosks further ensures consistency of the Yoyo-powered payments and loyalty experience. These are exciting times when today's 'savvy' customers can shop how, when and where they want."

Earlier this year, LollyServe was announced as part of the Big Top Ten – one of the Top Ten ground breaking technology products for 2018. The Top Ten were selected from more than 400 applications from all over the world and are now published in The Big Top Ten and My Entrepreneur Magazine.



hat ownership point that you ntry home, you e time according to e in each home. onths a year in you split your time to sell one of your d to calculate how the sale is exempt

You can claim relief for certain periods when you sell a home

from tax. This can be done by multiplying the gain by a fraction equal to the periods of occupation (and deemed occupation) divided by the total period of ownership. You will then be taxed on the balance of the gain.

Sherydene Dunne is a tax expert at investment specialists the Property Hub (thepropertyhub.net)

CONTACT US

The Telegraph's Property Doctors bring expertise on renovations and DIY, interiors, buying and selling, lettings, legal issues and taxes – addressing three topics every week. Send your questions to:

Write: Property Doctors, The Daily Telegraph, 111 Buckingham Palace Road, London SW1W 0DT

Email / Twitter: propertydoctors@telegraph.co.uk @teleproperty

if necessary, saving on costs. We have a developer friend whose target market is elderly downsizers renting refurbished bungalows. He adds more colour and often a contrasting wallpaper. In our market this doesn't work as well. On occasion, we have had tenants ask if they can redecorate. We are fine with this, as long as they return the property back to white when leaving.

Phil Stewardson is a landlord and runs Stewardson Developments (stewardsondevelopmentsltd.co.uk)

RENOVATIONS AND DIY
NICK BIZLEY
BUILDER

Q When we have really heavy rain, it pours off the roof, floods the gutter and runs over the top. The problem is that we are very close to our neighbour's flat and the ensuing deluge ends up pouring over his balcony. Would moving the gutter further away from the roof slates (using spacers) help this issue?

DM, BY EMAIL

A Firstly, you should check if the guttering and downpipes are completely clear of debris, leaves and rubbish. If you find that they are partially blocked you should look at installing "hedgehog gutter brushes". Doing this will stop the vast majority of debris getting down into the down pipework, while also allowing all the water to run away freely.

I would then look at the location of the guttering. If you look from the side and the roof tiles appear to be overshooting it, then if you packed out the guttering to catch more of the water, this will quickly improve your situation.

If the guttering is fitted correctly and there are no blockages present you should look at upgrading the size and potentially the associated downpipes. If you have a large roof area that is draining water into relatively small lengths of guttering it might not be able to drain the volume of water present as quickly as is needed.


One of the most common gutter sizes found is a uPVC half round, which measures approximately 112mm wide and 52mm high. If this is the size you have (or similar) you could look at installing a deep flow gutter that is 115mm wide and 75mm high, which obviously has a bigger volume. But whichever size you have, you should be able to upgrade to a larger one to accept more rain water. You may also then need to upgrade the size of your down pipework to accommodate the new volume of water.

Nick Bizley co-founded aspect.co.uk, the London-based maintenance and refurbishment company

INDEPENDENT JOIN US? SUBSCRIBE REGISTER LOGIN

NEWS POLITICS VOICES FINAL SAY SPORT CULTURE VIDEO **INDY/LIFE** INDYBEST LONG READS INDY100 VOUCHERS MINDS

INDY/LIFE



10 MOST BEAUTIFUL AIRPORT LANDINGS IN THE WORLD

Make sure you get a window seat for these scenic flights

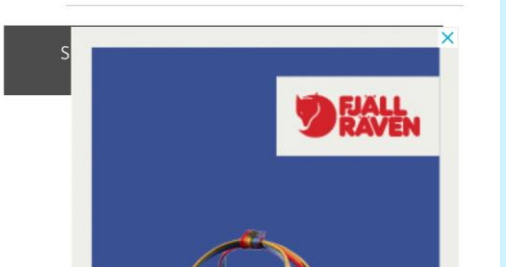
Helen Coffey | @LenniCoffey | Thursday 21 March 2019 17:26 | |

Like Click to follow The Independent Travel

The world's most scenic airports have been revealed.

Donegal in northwestern Ireland was declared the **most beautiful in a 2019 survey**.

The poll, conducted by private jet booking platform PrivateFly, garnered responses from 7,000 people who nominated the airports they considered the most beautiful for take-offs and landings.



FALL RAVEN