



'Press Here' for more memorable conferences

Are you looking for something a bit different to wrap up your conference or event?

Do you want people to leave feeling energised and debating what they have seen and heard?

Do you want to discover just what kind of messages you are giving out—or NOT giving—out to different audiences?

Then Red Cat's **Press Here** service is just for you.

So what is it?

Simply put, Red Cat will be a 'fly on the wall' at your conference or event: acting as newspaper reporters and taking down information as if preparing for that night's deadline.

We then deliver 'no-holds-barred' headlines to your delegates at the end of the event and

offer an insight into where they came from and why they would make appealing news stories.

Additionally, we can provide information in a written report, including the full news 'articles'.

What's the benefit to you?

- A rare chance to see how others see you: those who aren't necessarily 'in the know' or understand the lingo. In essence, it's a 'reality check'
- A different way of rounding off an event: providing 'food for thought' for delegates—and maybe a few surprises...
- An opportunity to see how your messages might end up in print—and read by local people or opinion formers
- A chance to see how to get information across more effectively and avoid potentially bad headlines

Who delivers this service?

Press Here is delivered by Red Cat—whose staff are trained and experienced journalists as well as communications management professionals: so we know what 'makes news' - and why it's important that you know, too.

We know everyone wants something different, so we tailor the service to suit the client.

What can we do for you?

Why not contact us today?

“

Very professional, offered value for money and worked closely with us to fulfil our brief.

Thoroughly satisfied with the service provided.

Dept of Health West Midlands

”

Tel: 121 420 2959

E: info@redcatcomms.co.uk

Visit:

www.redcatcomms.co.uk