

CATER AND MERGER LTD.
PR/MEDIA CONSULTANCY

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Group Corporate Head Office:

145-157 St, Johns Road

London EC1V4PW

info@caterandmergerconsult.com

www.caterandmergerconsult.com

02088085789: 07455136061



INTRODUCTION:

Want an Image-making or Promotion without any catches?

Cater and Merger is a widely experience PR/Media consultancy firm based here in London and you'll find out that publicity spinning, media promotion and press-releases through C&M, would be much cheaper than you may assume, this is because here our over-heads are very low, and as such our Rates are reduced for everyone's comfort.

Whenever you request our services such as image protection, brand protection cooperate and personality profiling, your targeted audience would always be those just miles away from your local area, which means that your audience would be limited. But, through our widely reached on-line radio platform, and extended media coverage would guarantee that your Business or Events will be exposed

to a wider global reach, at a fraction of what it would cost to project re-imaging and re-branding on any digital platform.

On, this note we can design a package to suite your personal or corporate budget, and a window of expectation for your business exposure. You are free to select from among our range of in-house services.

Why Choose Cater and Merger

Cater and Merger has well experienced experts in the field of politics, cooperate governance, human behavior, media promotion and business laws. Our services and programs relates and targets audience among the huge growing population of Black and Ethnic minority groups around the world, and many Africans in the African continent. As, it has been practically and theoretically proven that ethnic minorities and Africans respect and listen more to voices expressed in their local or cultural values.

As, a striving competitor in the highly growing emerging image making and media market, we are at the very moment experiencing a huge in-flow of business opportunities from well meaningful individuals and cooperate business within and outside the UK. As we continue to build wider working relationship with more media houses print, electronic and online networks.

PRESS CONFERENCES AND PRESS RELEASES

A basic definition of public relations is to shape and maintain the image of a company, organization or individual in the eyes of the client's various "publics." What is a "public" exactly? A public, in PR terms, is anyone who ever has or ever will form an opinion about the client.

Depending on the nature of the client's work, these publics could include clients, potential clients, voters, members of the local community, members of the media, students, parents of students, online fans groups, foreign citizens -- the list is endless.

And as such our very success has depended on an understanding of the interests and concerns of our client's many publics. With the effective professional know how of the firm's experts we have been able to address those concerns using the most powerful tool of the PR trade: publicity.

Press-Conference

Press conference: An event organized for the purpose of sharing important announcements with the media. It allows an opportunity for the media to interact with the image-maker or spokesperson. We would always take time to plan and organize the press conference to very expectations and satisfaction of our client.

Our press conference would be organized within the following frame works:



- Provide more information than can be provided in a press release.
- Emphasize points that the client might not otherwise have an opportunity to make.
- Set the record straight; particularly the client has received negative publicity or is dealing with a very sensitive or perhaps controversial topic.
- Address the large number of phone calls that the client is receiving on the topic.
- Involve a number of partners supporting this key initiative.

Press Releases



Press release: A communication written specifically for the media with the intent of informing them of something which the firm considers newsworthy.

Public relations professionals work to obtain **free publicity** for their client. Traditionally, that's done by sending press releases to journalists containing the information needed to write a positive story about the client. Newspapers, radio and TV stations (especially local ones), and then international networks, are always looking for fresh story ideas, particularly those with a "human interest" angle.

Our job as a professional is to craft press releases by compelling news story, making it clear why our client's product, service or personal history is important. The goal is to fulfill the journalist's requirement for news while enhancing the client's image in the public eye.

Please, it's important to note that technology has had a significant impact on the media in the last 5 years. While revenues are fluctuating for many traditional media outlets, the demand for more information, more quickly is increasing. Most media outlets can no longer afford the time or resources (travel and accommodation) to send their journalists to attend a traditional press conference. For this reason, "**virtual press conferences**" have become popular. The virtual press conference essentially consists of holding a media event using video-conferencing and/or teleconferencing services. All media kit information, including PowerPoint presentations, photos and videos, would be made available online, from our well-equipped virtual conference Centre in the United Kingdom and around the world.

OUR COST

Our pricing guidelines are based on over two years of experience serving clients in the public and private sector, political and institutional bodies, cooperate and community engagement training and

internet and social media relation. These guidelines will help clients or intended clients to establish accurate baseline budgets that cover creative fees, plus out-of-pocket expenses.

The guidelines cover seven traditional public relations program elements:

Press release writing and distribution;

Media relations;

Case study and feature writing;

Media Tours;

Press kit development;

Trade show PR; and

Newsletters.

In addition, we provide estimated hours for three electronic public relations activities:

Online monitoring;

Web Site audits and content updates; and

Fax-on-demand servers.

There are two additional services that we provide CMCPPE (C&M Cooperate/Personality Evaluation) by auditing and reviewing client's messages and its competitive landscapes, and the BIC (Behavioral and Image-making Coaching) workshop, designed to focus a corporate message for key image-makers and spokespersons.

Our company would in regular contact with over many key reporters, reviewers and analysts; we have considered budgeting approximately 100 hours per month. The core media relations budget would include such tasks as:

- Monitoring editorial calendars;
- Pitching stories to editors;
- Following up on press releases;
- Maintaining ongoing contact with key industry analysts;
- Placing all feature articles and case studies;
- Tracking product reviews and interview opportunities; and

- Monitoring key publications, media outlets and online media to create feature placement opportunities.

Out-of-pocket expenses (for postage, photo and slide duplications, long-distance phone charges, FedEx DHL. etc.)

Out-of-pocket cost would range from £500.00 to £1200, 00 per month).

By the way, one of the best ways to evaluate a new agency relationship is by regularly auditing the monthly long distance phone charges. Have the agency provide you with copies of the long distance bills for the first four months. If you have budgeted 50 hours per month for media relations and your long distance phone charges are not averaging \$150 to \$250 per month, there's a good chance those media relations calls aren't being made!

Press Releases

Press releases are the building blocks of any PR program and a typical two-page release requires between five and 10 hours of creative time to write and distribute to appropriate media.

Distribution costs, assuming the release will be mailed to 100 media outlets, would cost £300.

UK and Europe coverage cost between £50.00 per release. International coverage average cost £120.00 or more per release.

Case Studies and Feature Articles

Great customer stories are always in demand, particularly ones that show how a product or service helped a company solve a mission-critical business issue. A typical 1,500-word case study or feature article will require between 20 and 30 hours of creative time to research and write, including a minimum of two revisions. Total of 20 hours.

Media Tours



Few public relations techniques have more impact than face-to-face meetings with key national media. Every PR program should have a budget for at least one national media tour per year. A media tour around the city of London requires about 50 hours of creative time to schedule interviews, develop advance material and briefing books. C&M has a flat daily rate for out-of-town activities like tours and trade show support, outside the United Kingdom to make this item easy to budget. Total of 50hours.

Trade Show PR



At C&M, we do believe trade shows provide an excellent opportunity for our client to meet face-to-face with key media personnel. We recommend scheduling interviews with between 15 and 20 reporters per

trade show. The meetings can take place at a quiet corner of the booth or in a nearby conference room. For these purposes we Budget 50 hours of creative time for the agency to book these appointments, and remember to factor in the daily rate if an agency representative attends the show. A total of 50 hours.

Newsletters

An increasing number of high-tech companies are opting for Web-based and email-distributed newsletters to communicate with their customers and prospects. A typical four-page, 8-1/2 by 11 sized newsletter requires about 35 hours of copywriting time, plus another 10 hours of desktop publishing time. Printing, graphics, photography, etc. are additional. Be sure to have a PDF version of the newsletter available to post to your web site. That is a total of 45 hours.

Online Monitoring

Internet news groups, chat rooms, search engines, websites, portals and E-zines will provide a wealth of rumours and news about your company and its competition. Many companies look to public relations firms to monitor these outlets and provide a weekly executive summary to upper management, with hotlinks back to key stories. We Budget around 35 hours per month for online monitoring. Total of 35 hours.

Website Archiving Process

You may have a great-looking web site, but when was the last time anyone audited all of your on-line content for accuracy? We recommend allocating 50 hours to perform a web site audit and then assigning 10 hours per month to track the site and be sure the latest links are posted to relevant search engines. All releases in the pressroom should be monitored to ensure they feature the latest company boilerplate. Since the average expectations of client turnover rate is 25 percent or higher, it's also important to regularly monitor news releases and white papers to determine if the correct spokespersons are listed. Releases older than 12 months should be archived. Total of 60 hours.

Fax-on-Demand Server

Like the Internet, fax-on-demand servers are streamlining the way companies communicate with editors and customers. If you're interested in a fax-on-demand server but are discouraged by the high hardware and programming costs, C&M offers turnkey, 800-number, fax-on-demand servers. We Budget 10 hours of creative time to program the server, plus £100 in out-of-pocket expenses. Depending upon volume, fax transmission charges will range from 85 cents per minute to £1.00 per minute. The costs of uploading additional documents would be billed at the agency's hourly rate.

Cooperate and Personality Evaluation

A cooperate and personality evaluation audit can help determine if our message is still appropriate for the clients current publicity situation, by comparing a number of factors, including: cooperate and profiling message, public response and marketing support materials (collateral, campaigns, conferences, trade show booths, and advertising), press materials and web site messaging. Messages and themes from competitors are also reviewed for a complete evaluation.

This data will be analysed with an eye towards defining differentiation, clarifying cluttered or muddy themes and recognizing message opportunities (benefit vs. feature, customer focus, etc.). This becomes the platform for all communications going forward. Total of 50 hours.

Behavioural and Image-making Coaching

But many organisations know how powerful an interview can be for delivering their story to key customers and the public. By fine-tuning company messages before product launches, media tours, IPOs or other significant activities, clients are better able to gain control of an interview and direct a reporter to the appropriate angle. Message and image coaching workshops are day-long seminars that force executives to focus their messages, improve their listening and speaking skills, and reinforce the power of the interview for everything from organisational valuations to data presentations. Total of 40 hours.