

## What is Flagship Consulting?

- A London business-to-business and business-to-consumer agency providing:
  - Public relations
  - Associated services
- Senior, experienced and passionate PR professionals who are "hands-on"
- Specialist teams in three markets:
  - Financial/Professional services
  - People and the workplace
  - Travel and leisure
- Focused on your industry
  - Understand issues, competitors and opportunities
  - A "collegiate" consultancy offering real strategic thinking

## What is different about Flagship?

- We align ourselves to your business strategy
- We believe in a rounded 'glory not grunt' approach
- We offer clients an exciting and different experience

### Because we..

- use clear and concise communications to solve business problems
- think "clever"
- will challenge you
- are candid in our views
- focus on delivering growth of share of voice, profile and business

## Associated Services

- Crisis management
- Media training
- Presentation training
- Messaging
- Internal Communication
- Audits
- Project Management
- Publications

## How do we know if we have succeeded?

- Results focused agency - achieve agreed targets and deliverables
- Measure and review progress regularly, through feedback
- Annual 'MOT' - Flagship's own independent review process
- Evaluate contribution to growth and reputation enhancement
- Regular coverage reports

## Flagship - A strategic partner, not a service provider

### We are..

- Clear-thinking
- Creative
- Challenging
- Clever
- Commercial

Business Communication for Business Growth

## Industry Experience

### Financial / Professional Services

Client Experience Includes:

asblaw	International Fiscal Services
Close Brothers Growth Capital	Mazars
Close Brothers Private Equity	Miller Insurance Services
CloseQuarter Ltd	Morrison & Foerster
Electrocomponents plc	Protiviti
REL Consultancy Group	Singer & Friedlander
S J Berwin	Stream Group plc

### People and the workplace

Client Experience Includes:

Black Mountain	Herman Miller
Orangebox	British Psychological Society
KornFerry International	Penna plc
Brassring	Kimberly-Clark Professional
President (now part of Arenson)	Brooklands Executives
Kaisen Consulting	Robert Half Management Resources
Georgeson Office Interiors	Longbridge International plc
Sodexo Pass	Attiva
Praesta & Prosell	

### Travel and Leisure

Client Experience Includes:

Accor	Irish Ferries
Polish National Tourist Office	Amadeus
The Leela Palace and Resorts	Quadriga
American Airlines	LOT Polish Airlines
Summit Hotels & Resorts	Devon County Council
Norwegian Cruise Line	Swiss International Air Lines
Eurotunnel	Opodo
wotif.com	Interval International
OTE	Solo's Holidays
Viking River Cruises	

### Other Sector Areas

Client Experience Includes:

BBC London Live	BAA plc
Better Regulation Task Force	Disney Channel
Fluor	HM Prison Service
QVC UK	Franklin & Andrews
International SOS	AT&T
Jones Lang LaSalle	Priory Healthcare
Systemax Solutions	Hillarys Blinds
St Christopher's Hospice	

## Management Team

### Diana Soltmann: Chief Executive



Diana's forte is in corporate, financial and internal communications. Her experience covers investor relations, financial calendar work, financial services and corporate positioning. Clients have included HM Prison Service, KornFerry International, Singer & Friedlander, the BBC, Priory Group, Trinity House, Higham Group, Mazars and Electrocomponents plc. She is trained in providing facilitation, media and presentation skills and has recently completed a two-year course in coach mentoring.

Diana also heads up Flagship's crisis management division and has dealt with issues from the high-profile sacking of Derek Lewis, Director General of the Prison Service by then Home Secretary Michael Howard to major redundancy programmes and industrial action and disasters such as riots, bomb threats, fatalities and potential business close-downs.

### Jackie Murphy: Director



With a background in sales and marketing, Jackie has 25 years' consultancy experience and has accrued wide experience in the business-to-business arena, from IT and telecoms, travel, recruitment and people issues through to construction and the office environment. Clients have included Accor, Franklin & Andrews, Herman Miller, Kimberly-Clark Professional and Penna plc. Her particular skills lie in the fields of issue management, trade organisations and helping companies promote themselves to other organisations, often through third parties.

In more recent years she has specialised in two sectors and now works closely with colleagues in the travel & leisure and people & the workplace markets; as well as managing clients who face sensitive issues such as combating malaria or embarking upon internal change programmes.

### Caroline Sweeney: Director - People and the workplace



Caroline has spent the last 14 years in PR consultancy with a range of public and private B2B and technology clients. Many of her clients have been providers to the HR industry so Caroline is well aware of the issues facing the industry and its key media.

A former journalist, Caroline has headed PR teams that have gained recognition from leading PR organisations including the CIPR and the PRCA.

At Flagship Consulting, Caroline heads an impressive team with extensive experience in HR and workplace issues and vast experience in working closely with the media. The team is responsible for gaining thought-leadership status for its clients through a variety of tools including research surveys and speaker platforms.

Caroline says that her main driver is to deliver planned and measurable PR programmes that help her clients to meet their business objectives.

### Sophy Norris: Director - Travel and Leisure Team



Sophy heads up our Travel & Leisure Division, with tremendous experience in both consumer and business-to-business PR behind her. She has been involved in travel and leisure PR for over 12 years, working across a wide range of travel, leisure and luxury brands including Amadeus, Swiss International Air Lines, Mulberry and Le Shuttle.

Sophy believes in delivering fun and inspirational strategic campaigns that achieve clear business results. Although media relations lies at the heart of her team's work, they consider every avenue to achieve the desired results - from events and affiliations to opinion former campaigns, speaking platforms and promotional work.