

SOUTH EAST CREATIVES



South East Creatives and The Margate Mercury
PR Workshop

What is PR?

Public relations (PR) is:

- Deliberately releasing information to the public
- PR is free coverage and does not require direct payment, also known as 'earned media'
- Establishing and maintaining relationships with a target audience
- PR is a third party opinion about a brand, product, organisation, it's objective

PR is not:

- Advertising and marketing (which is paid for)

How is PR and advertising different?

Public Relations is:	Advertising is:
Earned	Paid
Builds trust	Builds exposure
Media gives third-party validation	Audience is sceptical
'This is important.'	'Buy this product.'

PR

16 BUSINESS

BUSINESS AS UNUSUAL

Writer
Sean Farrell
Images
Courtesy of businesses

The Covid-19 shutdown could not have come at a worse time for Thanet's businesses. Restaurants, pubs, cafés and shops were told to close less than three weeks before Easter was due to kick off the visitor season. After the initial shock, many businesses have adapted to keep serving customers old and new. And for some the crisis has prompted improvements and innovations that demonstrate Thanet enterprises' adaptability, resilience and community spirit



KATE WINTERINCHAM
KG Winters, Margate | kgwinters.co.uk

"We took the decision at the end of March to close our store and café to the public and be wholly a fruit and veg shop. We started a same-day delivery service for people who called up and we hired some great van drivers. We already had a veg box delivery service and that has gone up from about 40 deliveries a week to 200 a week. The first month or so was very intense and we had two or three phones going at the same time taking orders. We had lots of calls from people who were isolating and looking after people and also calls from outside the UK from relatives of people shielding in Thanet. It's put us in touch with customers who wouldn't necessarily have found us, including older people. We re-opened the shop in May and we'll keep the delivery service for as long as people need it."



SUZY HUMPHRIES
Nice Things, Ramsgate | nice-things.co.uk

"When we closed the shop and gallery I decided I had to use the time well. We were losing money and I thought the only way to increase business was to have a workable, flexible online shop. We've been learning as much as we can about online marketing to bring more people to the site. Half our online sales are to loyal supporters. Our first lady who bought something online said: 'I'd heard so much about your shop but I'm disabled and I couldn't get out.' The other 40-50% of sales are to people from around the country with Scotland the furthest so far. These people aren't necessarily looking for products from Kent so we will stock a wider range. We've re-opened a few days a week and for private views. We'll always be a local point for the local artistic community but I think the online shop will go quite a bit wider."



FRANCESCA WILKINS
The Margate Bookshop, Margate | themargatebookshop.com

"I was lucky because I had a website before I had a physical shop and when lockdown started I took off. People say in times of crisis we turn to books and this has been a testament to that. I made it easier for people to browse the website. I've been getting orders from different parts of the country through word of mouth or from people who have visited Margate and do 15 or 20 free deliveries a week. People from outside Thanet are ordering gifts for people who live here. On bank holidays when the weather has been amazing I've been trying not to think about what that would mean for sales. I re-opened on 15 June for five days a week and one day for local deliveries for people who rely on them."

VS.

Advertising

DesignIT Architecture
A friendly, professional team of dedicated architectural designers working with property owners across the south east to creating beautiful homes

Turn your ideas into a design that works
Get the best home for your budget
Make the project become a reality

07809 157 589
lan@diarchitecture.co.uk
www.diararchitecture.co.uk

Supporting Shelter and donating to Work for Good

POTTERS

HOMEWARES, CERAMICS, TEXTILES AND PLANT SHOP

72 High Street, Ramsgate CT11 9RS
01843 591 800
www.pottersramsgate.com

AITCH
PAINTINGS • ANTIQUES
100% NATURAL CLOTHS

OPEN THURSDAY - SUNDAY
35 ADDINGTON STREET, RAMSGATE CT11 9JJ
07803 051320
@adolfo.helray

Seaside KITCHEN & Cake Parlour
SEASIDECAKEPARLOUR.CO.UK

24 Hawley Street - Margate
Vegan Cafe, Cakes and Catering

10% OFF WITH THIS ADD

Why is PR effective?

- You recognise or create your own PR opportunities, communicating with media to reach your target audience, rather than a broad reach
- PR is generally 'absorbed' by the audience; I.e. you read an article, whereas you skim past an advert
- PR is built on trust and credibility. When other people talk about you, it's more influential than an advert
- People trust earned sources, word of mouth, customer testimonials and editorial media have a greater impact
- In short, getting favourable mentions of your brand holds more weight than a paid ad
- With advertising, you tell people how great you are. With PR, others sing your praises
- Online media doesn't have a shelf life. News articles remain visible on search engines for a long time
- Getting good PR can take time, it's all about building relationships with journalists and media

- Try and commit 30-60 minutes to PR each week for six months, the essential thing is to have something newsworthy to say. And if you can't come up with that, then try something more creative

- **Everyone has a good story to tell**

Types of PR:

- There are two main kinds of press strategies:
 - B2B (business to business) Business to business publicity highlights service providers who provide services and products to other businesses
 - B2C (business to consumer). Business to Consumer publicises products and services for regular consumers, such as toys, travel, food, entertainment, personal electronics and music.

Design inspiration: the best projects from June

Some of our favourite projects from the month include Anthony Burrill's Covent Garden takeover and designers' support of Black Lives Matter.

By [Henry Wong](#) July 2, 2020 2:54 pm

Typefaces for Black Lives Matter



Understanding your brand

- You want to direct your brand effectively to the media
- It is important to understand your brand and where it sits in the consumer market
- Things to think about:
 - Who is your audience?
 - Is it newsworthy, original, exclusive?
 - Who's your demographic?
 - What is the price point?
 - Where is the location?
 - Do you want to reach the same people or new people?
- Get honest, impartial feedback
 - (Don't take it personally!) not everyone has the same opinions as you, don't try to persuade them otherwise

THE ISLE OF THANET NEWS

NEWS FOR RAMSGATE, MARGATE, BROADSTAIRS AND VILLAGES. WINNER OF KPBA KENT NEWS WEBSITE 2018

Margate Now appoints People Dem Collective as guest curators for 2020 festival

July 8, 2020 Kathy Bailes Events 0

Lovetts
OF RAMSGATE
Passionate About Property

We need your property to sell or let
Email: Ramsgate@lovetts.co.uk
Call: 01843 570305
FREE VALUATIONS
EXPERT SERVICE



The Margate Festival and People Dem Collective teams.

SWOT

- SWOT is a strategic planning tool used to evaluate the strengths, weaknesses, opportunities, and threats to a project
- **Strengths:** what will help you achieve the project objective.
 - How can we use our strengths?
- **Weaknesses:** what will stop you achieving your objective?
 - How can we address each weakness?
- **Opportunities:** external conditions that help achieve the project objective.
 - How can we exploit each opportunity?
- **Threats:** external conditions that could damage the project.
 - How can we guard against each threat?

STRENGTHS <ul style="list-style-type: none">- Free offering- Online, easy access- Ten years experience in PR- Working with Margate Mercury- Supporting business and enterprise in the South East	WEAKNESSES <ul style="list-style-type: none">- Aimed at South East / local only- Not much time to promote- Not specific to one practice / business area- Need to keep presentation short and general
OPPORTUNITIES <ul style="list-style-type: none">- To meet new people- To create networks- People will sign up for SECCADS funding and business mentoring- Businesses can pitch effectively to The Margate Mercury	THREATS <ul style="list-style-type: none">- No one will sign up or- People will sign up because it's free but not attend- My internet connection will fail

Understanding journalists

- How journalists work
 - In house writers are employed as permanent staff on an editorial team
 - Freelancers employed by a publication to write a specific story
 - Freelancers pitch ideas, specific stories and features they think would be good, similar to PR, they propose their idea based on their knowledge and relationship with the media
- By building relationships with journalists you will soon learn what they like and what they want to write about, making their job easier, and your pitching very straightforward
- Be prepared to be flexible, your brand may be used in a wider feature or article and not be the main focus
- If you offer an exclusive, be realistic about how much coverage it can get, is it of enough interest to justify a stand alone feature or is it ok to be included in something broader



From its literary links to its cricketing history, this riverside town has plenty of surprises to discover

WORDS: Caroline Read • PICTURES: Manu Palomeque

Manners

- Manners are free!
- Remember, journalists need to write articles that impress their editors AND appeal to the media title's audience
- Journalists often receive hundreds of emails each day
- They have deadlines to meet
- They have advertisers to please
- If it works well, a good relationship with a journalist can transform your business and sales

KentOnline News you can trust 18°C | 12°C
5 day forecast >

Home News Sport Business What's On Education Directory Jobs Homes

The history behind English Lavender grown at Castle Farm, Sevenoaks and links to Yardley London

KENT TRAVEL NEWS SIGN ME UP FOR NEWS ALERTS

By **Liane Castle** lcastle@thekmgroun.co.uk [Read all comments | 1](#)

Published: 06:00, 15 July 2020 | Updated: 09:23, 15 July 2020

[f](#) [t](#) [v](#) [p](#) [g+](#) [in](#) [e](#)

Fields across **Kent** are currently blooming with bright blankets of purple lavender sat ready to be harvested and shipped across the world.

The quality of the plant grown here is so high, its extracted oils are wanted across the food and beauty industries.



One farm in the county that produces more than 140 acres of the crop each year is Castle Farm in **Sevenoaks**.

Today, it is managed by William and Caroline Alexander and their three children, Lorna, Thomas and Crispin.

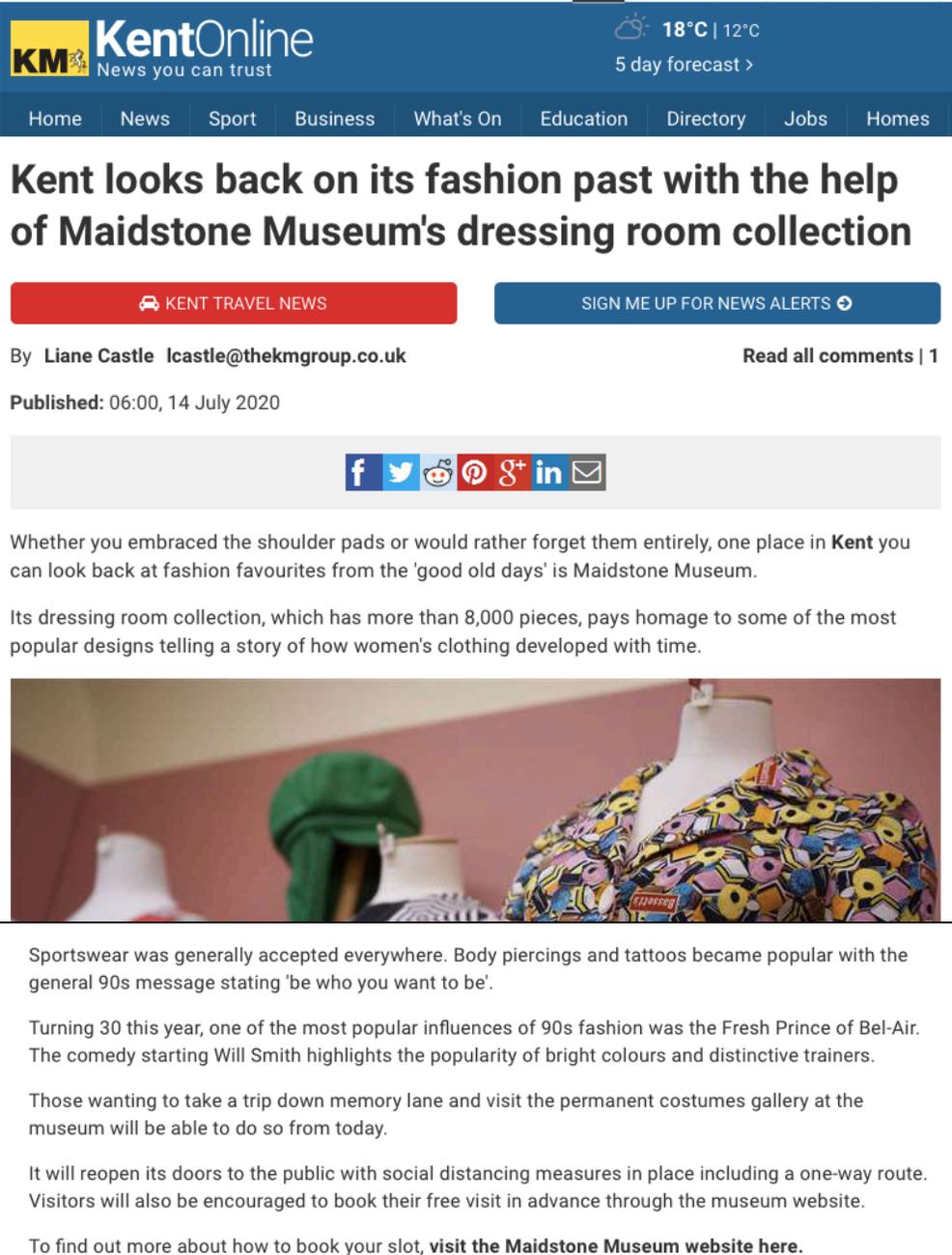
Castle Farm has now reopened with social distancing measures in place.

The Hop Shop offers drive through booking and the fields can be explored at designated time slots.

To book your visit before the harvest, [click here](#).

How and when to pitch

- To create the biggest impact consider coordinating the release alongside other actions for example, at the same time tickets go on sale or a new product launch.
- If you have your release ready early, don't hold back (within reason!). Sending it out early gives those covering the story time to research and write their articles
- On the contrary, if you need to ensure the story isn't published too early include the line 'Embargoed until (DATE) at (TIME)' in bold above the main body of the media release.
- Consider the time of year, is your product a Christmas gift, is it best in summer, try to be thoughtful about the news agenda and what's hitting. A holiday in the midst of a global pandemic won't go down well.



The screenshot shows a news article on the KentOnline website. The header includes the KentOnline logo with the tagline 'News you can trust', the current temperature of 18°C, and a 5-day forecast. The navigation menu contains links for Home, News, Sport, Business, What's On, Education, Directory, Jobs, and Homes. The article title is 'Kent looks back on its fashion past with the help of Maidstone Museum's dressing room collection'. Below the title are two buttons: 'KENT TRAVEL NEWS' and 'SIGN ME UP FOR NEWS ALERTS'. The author is Liane Castle, with the email lcastle@thekmgroup.co.uk, and the article was published on 06:00, 14 July 2020. There is a link to 'Read all comments | 1'. A row of social media sharing icons (Facebook, Twitter, Reddit, Pinterest, Google+, LinkedIn, Email) is present. The article text begins with 'Whether you embraced the shoulder pads or would rather forget them entirely, one place in Kent you can look back at fashion favourites from the 'good old days' is Maidstone Museum.' It continues to describe the museum's dressing room collection of over 8,000 pieces. An image shows a mannequin wearing a green beret and a colorful, patterned jacket. The text discusses 90s fashion trends like sportswear, body piercings, and tattoos, and mentions the Fresh Prince of Bel-Air. It also notes that the museum's permanent costumes gallery is reopening with social distancing measures and encourages booking in advance.

KentOnline News you can trust 18°C | 12°C
5 day forecast >

Home News Sport Business What's On Education Directory Jobs Homes

Kent looks back on its fashion past with the help of Maidstone Museum's dressing room collection

KENT TRAVEL NEWS SIGN ME UP FOR NEWS ALERTS

By Liane Castle lcastle@thekmgroup.co.uk Read all comments | 1

Published: 06:00, 14 July 2020

f t r p g+ in e

Whether you embraced the shoulder pads or would rather forget them entirely, one place in **Kent** you can look back at fashion favourites from the 'good old days' is Maidstone Museum.

Its dressing room collection, which has more than 8,000 pieces, pays homage to some of the most popular designs telling a story of how women's clothing developed with time.



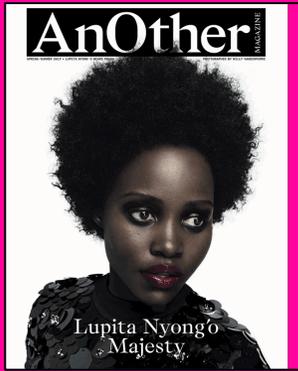
Sportswear was generally accepted everywhere. Body piercings and tattoos became popular with the general 90s message stating 'be who you want to be'.

Turning 30 this year, one of the most popular influences of 90s fashion was the Fresh Prince of Bel-Air. The comedy starring Will Smith highlights the popularity of bright colours and distinctive trainers.

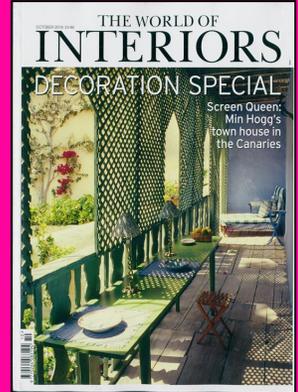
Those wanting to take a trip down memory lane and visit the permanent costumes gallery at the museum will be able to do so from today.

It will reopen its doors to the public with social distancing measures in place including a one-way route. Visitors will also be encouraged to book their free visit in advance through the museum website.

To find out more about how to book your slot, **visit the Maidstone Museum website here.**



- **Bi-annual** (twice per year) & **quarterly**: 3/6 month minimum lead time
- Usually fashion publications publish less frequently and work to the up coming season



- **Monthly or bi-monthly**: 3 – 4 months ahead of publication
- ‘Christmas in July’ is a clue as to when magazines will pull together their Christmas gift lists in the summer months.



- **Weekly** Usually 1-2 months
- News based features are usually shorter, up to a week, coinciding with the news agenda, especially if it’s an interview or an ongoing discussion point
- Most features will be planned in advance.

- **Daily**: Less than a day!
- News journalists have a conference first thing each day (usually around 10am) to confirm what goes into the next day’s paper.
- Most papers have feature pages within the news media, i.e. fashion, entertainment, media, gardening, education, digital etc. this means that if your product specifically fits into one of these categories it’s likely to be planned about a week ahead



- **Up to the minute**: Journalists will often run last minute online features via their social channels, usually it’s based on the news agenda, weather, political announcements etc.
- See example on Dazed Digital about black owned / founded galleries and museums in response to BLM
- Worth thinking about for your own social media



Gifting

- Can you gift them or offer them an exclusive or incentive?
- With products, if they can first-hand experience your product or offer, it will help to write about it and will hopefully kickstart a long-term relationship for you.
 - It's not always possible for small brands to do this, and journalists do understand that, however, you may be willing to build a relationship on that trust, if they write about your product and increase sales, then perhaps you could offer them something later on, as a thank you
 - Loaning is also a great way for a journalist to see and understand your product, but don't expect it back in perfect condition, if you are able to have press samples, this helps



The screenshot shows a news article on the KentOnline website. The header includes the KentOnline logo, the tagline 'News you can trust', and weather information for 18°C and 12°C with a 5-day forecast. The navigation menu includes Home, News, Sport, Business, What's On, Education, Directory, Jobs, and Homes. The article title is 'Kent looks back on its fashion past with the help of Maidstone Museum's dressing room collection'. Below the title are two buttons: 'KENT TRAVEL NEWS' and 'SIGN ME UP FOR NEWS ALERTS'. The author is Liane Castle, with the email lcastle@thekmgroun.co.uk. The article was published at 06:00 on 14 July 2020. There are social media sharing icons for Facebook, Twitter, Reddit, Pinterest, Google+, LinkedIn, and Email. The article text discusses the Maidstone Museum's dressing room collection, which has more than 8,000 pieces of clothing. It mentions that sportswear was generally accepted everywhere in the 90s, and that body piercings and tattoos became popular. It also mentions the Fresh Prince of Bel-Air and the popularity of bright colors and distinctive trainers. The article concludes by stating that the museum will be able to do so from today and that it will reopen its doors to the public with social distancing measures in place. Visitors will also be encouraged to book their free visit in advance through the museum website. To find out more about how to book your slot, visit the Maidstone Museum website here.

KentOnline
News you can trust
18°C | 12°C
5 day forecast >

Home News Sport Business What's On Education Directory Jobs Homes

Kent looks back on its fashion past with the help of Maidstone Museum's dressing room collection

KENT TRAVEL NEWS SIGN ME UP FOR NEWS ALERTS

By Liane Castle lcastle@thekmgroun.co.uk Read all comments | 1

Published: 06:00, 14 July 2020

f t r p g+ in ✉

Whether you embraced the shoulder pads or would rather forget them entirely, one place in Kent you can look back at fashion favourites from the 'good old days' is Maidstone Museum.

Its dressing room collection, which has more than 8,000 pieces, pays homage to some of the most popular designs telling a story of how women's clothing developed with time.



Sportswear was generally accepted everywhere. Body piercings and tattoos became popular with the general 90s message stating 'be who you want to be'.

Turning 30 this year, one of the most popular influences of 90s fashion was the Fresh Prince of Bel-Air. The comedy starring Will Smith highlights the popularity of bright colours and distinctive trainers.

Those wanting to take a trip down memory lane and visit the permanent costumes gallery at the museum will be able to do so from today.

It will reopen its doors to the public with social distancing measures in place including a one-way route. Visitors will also be encouraged to book their free visit in advance through the museum website.

To find out more about how to book your slot, visit the Maidstone Museum website here.

Gifting – advice from Nat Maks, wallpaper designer and RESORT member

- My very first marketing initiative was finding out who my favourite journalists were at my favourite magazines
- I prepared small product packages along with small bunches of flowers which I then dropped round to their offices. This was a great way to get to know the journalists and I'm still in touch with some of them...

(But in today's climate with Covid I think doing things in person won't be very popular)

- I have often sent things in the post to journalists directly and never heard anything back... I think a lot of postal samples and things end up in the bin
- So, if you send something it should be a product or notebook or something which the recipient can use and this may encourage a response!



INTERIOR NEWS Press 17w

Homes & more

Scotland on Sunday 19.04.20

Thanks to @pressloft

Signed masterpieces of Japanese artistry

The MARBLE mural by designer and illustrator Natascha Maksimovic of NAT MAKs is hand printed using the Japanese art of Suminagashi. Natascha wanted to take this marbling technique to a bigger scale by creating individual rolls of "paintings". Each roll is prepared and completed by hand in Natascha's Margate studio, so that it is unique – very literally a work of abstract art for your wall – and is also signed by the artist.

MARBLE mural wallpaper, £95 per mural roll; natmaks.com; @natmaks

Writing a press release - Headline



- You only get one shot to grab the attention of a journalist, so your headline is it
- It needs to clearly reflect the topic of your media release and also let editors know why your story is of interest to their readers
- If your headline is not good, your email won't be opened. Some reporters get 500 to 1,000 emails per day
- Quickly get to the subject:
 - what's the story? Why should I care? Why now?

(A good headline will also force you to organise your thoughts, try to work backwards – ‘what’s the headline?’ ‘How do I achieve it?’)

Writing a press release - Top line information

- Date, time, location
 - Give any specifics ASAP, this will help a journalist decide if it can work within their deadlines
 - When and where?
- Include a summary paragraph at the start of the media release covering briefly who you or your organisation are, and any important context that will help the journalist and readers to understand the story
- Keep it brief, simple and straightforward
- Remember you are telling them the facts not writing their story for them
- Try not use overly descriptive words, that's the journalist's job, not yours



Writing a press release – The Detail

- After the headline and topline information, then you can start to add detail
 - Who is involved, how, why?
- This is the point you explain the story
- You can be more descriptive and your voice can be heard more here, if your brand has a tone, now is the time to use it.
- Still keep it short and succinct, if a journalist gets to this point, you want it to be an easy read
- Finally, you can summarise any final detail you feel is important.



Writing a press release – The End

- Clearly mark where the press release ends, from here the information is need to know only
- Contact details must be clear, make sure they are correct and you are available on them
- Boiler Plate
 - This is further information about any organisations involved
 - Key messaging can be included in here
 - It's a short and clear overview of who's involved and their objective

About us + our partners

South East Creatives – or to give it its full name South East Creative, Cultural and Digital Support [SECCADS] – is funded by the European Regional Development Fund (ERDF).

Don't worry, it won't end with Brexit! We are funded until the end of 2020.

South East Creatives came out of the South East Local Enterprise Partnership. to help more than 350 companies and freelancers/sole-traders with business support or grants. South East Creatives will give a major boost to the creative economy in the South East. It is an ambitious programme to stimulate economic development.

Boiler plate:

About South East Creatives

Part-funded by the European Regional Development Fund, South East Creatives is a business development programme supporting growing creative practices working in Kent, Essex and East Sussex. The programme is for creative, cultural or digital businesses looking to cultivate their skills and broaden their professional network.

www.southeastcreatives.co.uk

Headline

**Free PR masterclass for creative businesses in Thanet
with RESORT Studios and The Margate Mercury**

24th July, 2020, 1-2pm
Via Zoom
FREE
[Tickets available here](#)

Top line information

First Paragraph and introduction

Mercedes Workman, a PR practitioner with ten years' experience working in art, culture and consumer PR, along with Lucy Edematie, Editor at The Margate Mercury, will present a short presentation, followed by a live and open conversation and Q&A session.

The discussion will focus on how small creative businesses can successfully promote themselves to the media. The open Zoom meeting is free to join, but participants must register through the [Eventbrite](#) page, and is essentially a 'how to PR'; discussion points will be the different types of media, timing and deadlines, writing press releases, pitching ideas, approaching journalists, as well as a bit about social media.

The detail

The conversation will also focus on how creative businesses can successfully approach The Margate Mercury and its' sister titles to gain positive media coverage.

The free workshop has been developed by South East Creatives, a European Development Fund initiative to support creative, cultural and digital business in the South East. 'This workshop is crucial for any small business looking to reach out and promote their work in order to build their business. We hope it can be used as a step by step guide for anyone who is attending.' Said Mercedes Workman, Programme Commissioner RESORT Studios.

Finally

The event will last roughly an hour, on Thursday 24th July, it's a perfect lunchtime antidote for any artists or creative business hoping to reach media and broaden their audience.

-ENDS-

Contact details

Mercedes Workman
projects@resortstudios.co.uk
07852 237 187
NB. Please note I am part time and work weekday mornings only

Need to know

Boiler plate:

About South East Creatives

Part-funded by the European Regional Development Fund, South East Creatives is a business development programme supporting growing creative practices working in Kent, Essex and East Sussex. The programme is for creative, cultural or digital businesses looking to cultivate their skills and broaden their professional network.

www.southeastcreatives.co.uk

About Resort Studios

Resort is a collective of creative professionals located in Margate, Kent. Founded in 2013 Resort encompasses individual studios, shared facilities, workshop areas and exhibition space, offering a high quality programme of events that foster a vibrant and dynamic community of like-minded people.

www.resortstudios.co.uk

About Margate Mercury

The Margate Mercury is a free, independent community magazine about Margate, UK.

www.margatemercury.com

**Free PR masterclass for creative businesses in Thanet
with RESORT Studios and The Margate Mercury**

24th July, 2020, 1-2pm

Via Zoom

FREE

[Tickets available here](#)

Mercedes Workman, a PR practitioner with ten years' experience working in art, culture and consumer PR, along with Lucy Edematie, Editor at The Margate Mercury, will present a short presentation, followed by a live and open conversation and Q&A session.

The discussion will focus on how small creative businesses can successfully promote themselves to the media. The open Zoom meeting is free to join, but participants must register through the [Eventbrite](#) page, and is essentially a 'how to PR'; discussion points will be the different types of media, timing and deadlines, writing press releases, pitching ideas, approaching journalists, as well as a bit about social media.

The conversation will also focus on how creative businesses can successfully approach The Margate Mercury and its' sister titles to gain positive media coverage.

The free workshop has been developed by South East Creatives, a European Development Fund initiative to support creative, cultural and digital business in the South East. 'This workshop is crucial for any small business looking to reach out and promote their work in order to build their business. We hope it can be used as a step by step guide for anyone who is attending.' Said Mercedes Workman, Programme Commissioner RESORT Studios.

The event will last roughly an hour, on Thursday 24th July, it's a perfect lunchtime antidote for any artists or creative business hoping to reach media and broaden their audience.

Press release - recapped

- Topline, important information:
 - **When. Where.**
- Get to the point, be clear in the headline:
 - **What. Who.**
- Done repeat yourself or waffle on, short and sweet:
 - **Why. How.**
- Be direct: Use quotes and credit sources.
- Include contact details and company information (Make sure it's all correct!)
- Send images within the press release and not as huge attachments, unless asked.

LIVING

SPOTLIGHT ON *Alice Palmer & Co*

The bespoke lampshade maker Alice Palmer shares her design inspiration
WORDS ALICIA FORD



Palmer often uses vintage remnants to create her lampshades.

BLUE & CREAM GINGHAM SHADE, £145, Alice Palmer & Co

RED & WHITE SCRUNCHIE SHADE, £120, Alice Palmer & Co

BELOW: SUZANI FABRIC, £85 a metre, Tasha Textiles

BLACK GINGHAM SHADE, £145, Alex Eagle Studio x Alice Palmer & Co

Alice Palmer established her eponymous brand, founded from her family home in north-west London, in late 2019. Specialising in handcrafted shades, her decorative designs are a labour of love and creativity. Having studied fine art at Camberwell College of Arts, Palmer embarked on an early career in restaurant management. Five years ago, after falling pregnant with daughter Margarita, she found herself exploring an entirely different path. 'I'd refurbished my husband's and my flat, which was a joy, so I enrolled on an interior design course at KLC School of Design while pregnant,' says Palmer. 'With the knowledge I gained, I later renovated our current home, drawing up the architectural plans and window designs myself.'

Palmer recalls that the inspiration behind her business grew organically during the renovation. 'While decorating the house, I struggled to find lampshades that were affordable, original and beautiful,' she explains. 'I've always adored the homely feel that loose and frilly fabric styles can bring to a room, so I turned my hand to making my own. It took time to find the right frame shape, but once I'd sourced a supplier, I made a few samples and went from there. Over time, I've perfected the meticulous measurements.'

Each of Palmer's shades showcases an exquisite fabric, often sourced during, or inspired by, her travels. 'I draw on the look and feel of Oliver Messel-style houses in the West Indies, Jaime Pardiá's bohemian Andalusian villas, and the traditional English aesthetic epitomised by Charleston house in East Sussex. I've regularly visited Morocco and Mexico – I'm in awe of the colours, patterns and skills used by artisanal crafters,' she says. 'I also source vintage remnants and work with bespoke fabrics provided by clients. It's been so rewarding to see my shades in situ in their homes.'

Palmer's house in London's Kensal Rise is integral to her work and family life and she takes a generous and eclectic approach to its style. 'It's an amalgamation of sentimental pieces and global arts and crafts acquired over the years. The general feel is "modern countryside", with plenty of greens and warm hues,' she says. 'I mix and match fabrics and patterns in every room – with help from my lampshades, of course! The quality of lighting from a lamp compared to a downlight is unparalleled, so I have lamps everywhere I can.'

And what about her favourite places to shop? 'I try to buy from up-and-coming brands as much as possible,' Palmer says. 'I love Thelma & Leah for baby clothes; Tasha Textiles has divine fabrics that I've used for my shades; and Alex Eagle Studio is always on my wish list.'

STARRY PYJAMAS, £50, Thelma & Leah

COLETTE DRESS, from £65, Thelma & Leah

NICOLA EASTON BLACK & PINK STRIPE CUP, £36, Alex Eagle Studio

LAVENDER CUSHION, £25, Alex Eagle Studio

Loose, frilly fabrics give a homely feel.

117
September 2020 | REDONLINE.CO.UK

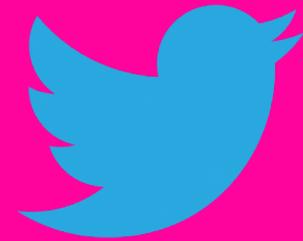
Phoebe Weston, The Guardian

1. Use first name at top of email, i.e.. 'Dear Phoebe'
2. Put all info in body of email - avoid attachments, if you have pics, put them in pitch
3. If you mention any stats in the release, provide a link to the full paper/research (this can be as attachment as is sort of secondary reading)
4. Include quotes in the press release
5. Make sure you put a contact number on release & be available via phone
6. I would suggest pitching in the morning
7. Don't put kisses at the end of a pitch
8. Subject line is really important - use key words & get to the point
9. Send follow-up email a few days after initial email and then call them. Calling is really good & not enough people do it in my opinion. Some journalists are difficult about this, but most are not.
10. If you know a journalist then consider giving them stuff exclusively. They are more likely to give it a good show in the paper/on the website & write a good piece if they know you favour them



Social Media how to

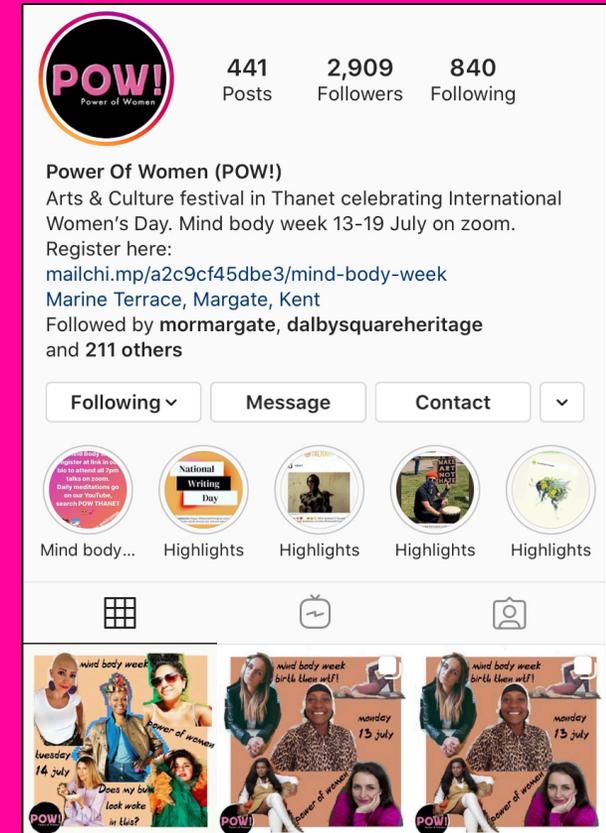
- Social media can be a whole separate entity, but it doesn't need to be
- Like 'traditional' PR this takes time and consistency
- Many of the same rules apply
 - Is it new, interesting?
 - Has this been seen before?
- Being able to review and evaluate your social media is instant, you will immediately see likes and shares and be aware of your audience and what they like and what is popular.
- Often working with people who are in your immediate community, but have less followers are better to work with, it's a direct target to your immediate audience, don't just go for those with high followers, be targeted
- Get followers and interactions by doing just that, follow and interact with people, like posts and comment on them, share things you like
- Be positive and upbeat about things, negativity isn't helpful on social media channels
- Try to avoid controversy and alienate people, your opinion is valid, but is it always needed? (separate the art and the artist!)
- Social media is a tool you are using to sell your products (Unless you are using social media to align yourself politically)



Tips from Kate Walters, social media manager

www.linkedin.com/in/katewalters1

- Just start!
- Know your audience
- If in doubt – don't! Educate yourself before you comment or post.
- Sharing others content is a great way to get reshares
- Connecting with others is a brilliant way to partner and share
- Comment on other profiles to build a relationship and they will soon comment and share back
- Be yourself. Be kind, warm, generous.
- If you're posting, think, is it new news, is it relevant?
- Unless you want to be political, it's best for your brand to be apolitical, this will help avoid any unwanted comments or shares
- Don't oversaturate, keep things fresh
- Be consistent. And realistic. Don't set impossible targets for yourself.
- Use relevant #s. And use timely ones too, can you piggy-back other social 'trends'
- Once you get to 1000, it suddenly starts to get easier and I find followers start to trickle in more quickly



PR Tips from Nat Maks

RESORT member and designer

- I started using PressLoft (<https://www.pressloft.com>) a few years ago and it has really been a huge part of growing my business.
- They have really guided me; what my press photography should look like, how to write a press release; what time of year to launch products and how far in advance journalists work. All such valuable info.
- They also have an influencer outreach where you can collaborate with bloggers etc to get more exposure. This has also been hugely successful for me.
- Customers posting my products on their Instagram feed and blogs have a high conversion rate in sales.
- Also I find online press more valuable than printed. Just the convenience of a click to your website from an article is used a lot more than someone seeing your name printed in a magazine article and then taking the time to look for you online.

The Telegraph

10 zero-cost ways to update your home this weekend

Tired of staring at the same four walls but don't have the budget to spend right now? Here are some ideas to get you started

By Jessica Doyle
17 April 2020 - 8:00am



Thank you [@tjedoyle](https://twitter.com/tjedoyle)
for including us
[@telegraph](https://twitter.com/telegraph)

3. Create a Zoom wall

Those who are regularly attending Zoom meetings with colleagues and friends will already have noticed that whatever is visible behind you when you're on screen will probably be a subject of interest for whoever else is on the call. Up the ante by adding some decorative flourishes to your background wall.

If there's already shelving there, rearrange whatever's on it, or make a new display with stacks of books, candles or ornaments, or move a plant into view. If it's a blank wall, now might be the time to use up that spare roll of wallpaper, or simply frame a sample; this wallpaper mural (above) is by [Nat Maks](#). You could also use a mirror or picture from another room to hang there, even if just for a few weeks.

Measuring success

- Measuring PR results can be challenging, but on smaller campaigns fairly easy to follow up where you have taken your product:
- **Press Clippings:** Is your brand being mentioned in publications that are engaging with people who will buy or buy into your product?
- **Media Impressions:** This is a straightforward way of multiplying the number of press clippings by the total circulation of the publication in which it appeared. For example, if The Sunday Times mentioned your company once and it has a total circulation of two million, you achieved two million media impressions.
- **Content Analysis:** Quality matters – are your brand’s key messages there, are being portrayed in a positive light? To answer the question “does PR work?” you have to assess whether your press coverage is resulting in valuable content. (All of this should be included in your press release)

- **Website Traffic:** A quick way to determine the effectiveness is to measure the amount of traffic your website receives before and after launching your campaign or new product.
- **Lead Sourcing:** A well-executed PR campaign directly contributes to sales leads, but it's difficult to determine when press coverage triggers sales, simply ask new customers how they heard about your company and its offerings.
- **Market Surveys:** Research is paramount to tracking a PR campaign's success. Before starting your PR campaign, survey your markets to see if they've heard of your brand and offerings. After launching your PR strategy, survey your markets again to check whether awareness statistics are trending up.
- **Social Media Mentions:** Yet another metric for measuring the impact of a PR campaign is social media mentions. Social media measurements should also focus on conversations about your brand, as well as social communities in your industry. If social media mentions of your brand increase after launching your PR program, you can stop wondering "does PR work?"

SOUTH EAST CREATIVES



THANK YOU

Over to Lucy
Followed by Q&A