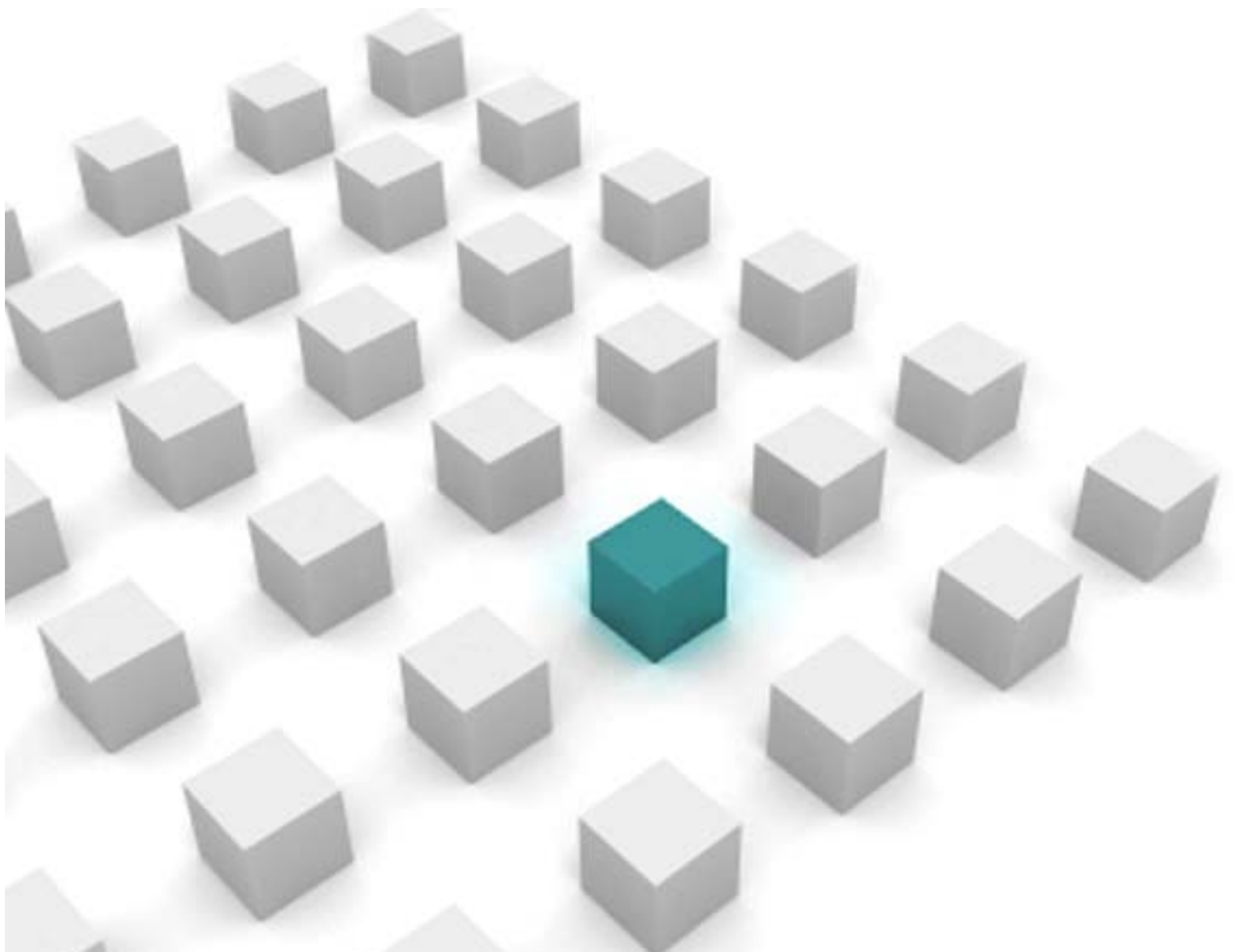


## **Neesham Public Relations Specialist Technology PR services**

A member of the global Millennium Group  
of technology PR agencies



Neesham PR is a leading technical PR agency dedicated to the business-to-business technology sector.

We provide effective, high quality PR solutions based on a professional and committed approach that has won endorsement from blue chip clients in electronics, telecommunications and software as well as in kiosks, digital signage and other display technologies.

**Our passion for technology, either well established or emerging, knows no bounds and our incisive writing used by leading journalists as a key source, is testament to this.**

## CONTENTS

1.0 Introduction to Neesham PR	2
2.0 Global PR programmes	3
2.1 <i>The Millennium Group</i>	3
3.0 Profile - Account Handling Team	4
3.1 <i>Peter van der Sluijs, Managing Director</i>	4
3.2 <i>Nicki Langley, Account Director – PR and Events</i>	4
3.3 <i>Beky Cann, Account Director – PR</i>	4
3.4 <i>Elaine Hodson, Account Executive</i>	5
3.5 <i>Peter Dallimore, Technical Writer</i>	5
3.6 <i>Andy Wright, Technical Writer</i>	5
4.0 Profiles - Our Support Team	5
5.0 Our PR Services	6
6.0 Event Management Services	7

# 1.0 Introduction to Neesham PR

**Neesham PR, with offices in the South East of England and Scotland, is a leading specialist in PR for technology companies with special expertise in the semiconductor, digital and retail technology markets.**

**Neesham's blend of experience and skill will add measurable value to your business. Our team is one hundred percent focused on results and has the bandwidth to cope with high levels of activity during peak periods. We also have the energy and enthusiasm to pro-actively drive your campaign through the lulls that can occur between major events.**

The company is fronted by Peter van der Sluijs, with over 20 years experience of PR in the technology sector, Nicki Langley who has in excess of 19 years technical marketing experience and Beky Cann who has eight years technical PR experience. They are supported by a team of exceptional technical writers and a highly reliable administration team.

## **What sets us apart?**

- **Our focus:** By specialising in technology companies, we have built up an excellent understanding of the business environment in which our clients operate.
- **Our editorial contacts:** We have built close working relationships with our 'other clients' - the key press. Our understanding of what their requirements are, and our commitment to meeting their editorial standards and deadlines is the critical factor in the success of our clients' campaigns.
- **Our results:** We work hard to deliver outstanding published results for our clients. This approach is highly valued - and is the basis for our long-term relationships with clients.
- **Our relationships:** We have invaluable contacts within each of our operating regions that extend beyond the press. Relationships within manufacturing and distribution organisations, regulatory bodies and industry groups can often be leveraged to add value to the PR campaign and influence business decisions in a particular sector.
- **Our people:** Our teams are made up of highly motivated and experienced staff who deliver an exceptional quality of work to our clients.

## 2.0 Global PR Programmes

**Neesham is a founder member of the Millennium Group of global technology PR consultancies with 10 partners around the world, allowing us to extend our approach into programmes with a global reach.**

We believe that it is most effective to appoint a quality, well-connected local agency in each geography that is strategic for our clients. Although we have Millennium Group affiliates in most of the major technology markets worldwide, we are also happy to work in partnership with any established local partners you may already have.

**Together with our partners in each geography, Neesham will:**

- Develop a 'best fit' programme that produces a high gain for your key messages in each target region.
- Manage the programme, co-ordinating the roll-out of global activities with local add-on activities as required.
- Keep you continuously informed of the status of each activity in each region, through our bespoke Millennium Group PR programme management tool.
- Feedback results of the programme including exposure received and metrics to your reporting standards.

### 2.1 The Millennium Group

**Each of the 10 members of the Millennium Group is an owner-managed operation, with a results-focused approach to technology PR. Each is staffed by nationals of the region in which they operate and shares the culture and passions of the technology press community in its region.**

<b>UK, Nordic</b>	<b>Neesham PR, London</b>
<b>Germany</b>	<b>Wick PR, Munich</b>
<b>USA</b>	<b>VitalCom, East and West coast</b>
<b>China</b>	<b>New Synergy, Beijing</b>
<b>France</b>	<b>Neesham PR, London</b>
<b>India</b>	<b>20:20, India</b>
<b>Israel</b>	<b>Donitza Marketing Communications, Tel Aviv</b>
<b>Japan</b>	<b>E&amp;E, Tokyo</b>
<b>Korea</b>	<b>Semicomm, Seoul</b>
<b>Italy</b>	<b>OverComm, Milan</b>
<b>Taiwan</b>	<b>Semicomm, Taipei</b>

## 3.0 Profile - Account Handling Team

### 3.1 Peter van der Sluijs, Managing Director

**As Managing Director and founder, Peter van der Sluijs brings to Neesham PR the benefit of 22 years experience in technology press relations.**

Peter has vast experience of all aspects of PR campaign planning, development and implementation. His input extends all the way from putting in place an effective PR strategy, implementing that strategy with the right mix of events, articles, press releases and other requirements, and following through with the press to deliver results.

His particular strength is adding creative ideas and inputs at every level that can really make the difference between a good and an outstanding campaign. Peter has a successful track record in the management of PR companies.

Prior to setting up Neesham PR, he was a founding Director of a full service PR, advertising and creative agency. Before that, he set up the PR division of Grange Advertising. Both agencies specialised in the high technology field, focusing on electronics.

Peter started his PR career with specialist Pathway PR. Peter has a technical background, is a graduate in Physics and Digital Microelectronics. He speaks fluent Dutch and is married with two children.

### 3.2 Nicki Langley, Account Director – PR and Events

**Nicki Langley, who runs our Scottish operation, brings an 19 year track record in electronics industry marketing and PR, spanning semiconductor, distribution and production equipment environments working with clients such as Wolfson Microelectronics, TTPCom, Trident and Carlo Gavazzi.**

A particular strength of Nicki's is event management, and her considerable experience of running customer events and exhibitions is available to clients through our Event Management service.

Nicki joined Neesham from microfocus x-ray inspection manufacturer, X-Tek, where she managed a very full PR and marketing programme, including a worldwide trade show programme. Her previous position at Pronto gave Nicki a strong background in the semiconductor industry and in distribution marketing.

Her responsibilities included all aspects of developing markets and opportunities for a group of semiconductor franchises. Two years at Robotas as Sales and Marketing Executive gave Nicki an introduction to the marketing and promotion of capital equipment. At Arrow Electronics she held a position of franchise controller.

Nicki is a Board Director of Neesham Public Relations.

### 3.3 Beky Cann, Account Director – PR

**Beky Cann has nine years experience in pan-European and international technology PR, with an impressive portfolio of networking, telecoms, digital signage, building automation, IT security and business-to-business accounts.**

Beky joined Neesham in 2004, handling clients such as 3M, Omron and Agere. Key achievements in her career to date include launching the industry's first pocket projectors from 3M to a UK business and consumer audience managing PR activities for Europe's biggest digital signage and DOOH event, screen media expo and coordinating an Indian Business Process outsourcing summit in Central London. Beky's track record includes strategy development, creative thinking and ideas generation, technical writing, media and market analyst liaison. She has a BA (Hons) from Kingston University.

Beky is a Board Director of Neesham Public Relations.

### 3.4 Elaine Hodson, Account Executive

Elaine works with a group of industrial and IT clients and was awarded the Advanced Certificate in Public Relations by the Institute of Public Relations in 2004. She joined the Neesham team in an administrative function in 2000, working with clients such as Fairchild Semiconductor, Agere and TTPCom. In this role she has been responsible for arranging press events, exhibition support and the full range of PR activities. As an Account Executive working directly with editors and clients, she continues to impress with her energy and efficiency.

### 3.5 Peter Dallimore, Technical Writer

Peter is an extremely experienced PR account handler and technical writer, focusing specifically on the electronics area.

After graduating from Brunel University with an honours degree in electrical and electronic engineering, Peter spent three years at the CAD face before moving into Macro, one of the UK's top electronic component distributors. At Macro, he established their internal PR section, earning his spurs with the electronics press. In roles with two agencies focusing on the electronics market place, he refined his PR account handling and technical writing skills, working on a broad range of telecoms and electronics clients including Lucent.

### 3.6 Andy Wright, Technical Writer

Andy has a Masters science degree and is a full member of both the Institute of Public Relations and the Chartered Institute of Journalists.

Leading magazines have regularly sought his impartial expertise and commissioned articles, among them: Components in Electronics, Drives & Controls, Electronics World, Industrial Technology, Laboratory Equipment Digest, Scientific Computing World and Workboat International.

With a focus on industry and technology, Andy Wright has expertise in: board-based systems, client / server computing, electronics, image processing, personal computers amongst many other subjects.

## 4.0 Profiles - Our Support Team

**Neesham's administration team provides vital back-up and support to the account managers.**

**Their roles involve co-ordinating and administrating PR programmes and press events, ensuring that the many and manifold details involved are taken care of efficiently and effectively.**

**Jenny Timms** has successfully withstood eight years working with Peter as his Personal Assistant. Her strong administrative background working with technology companies and her organisational skills have been extremely beneficial. Jenny was awarded the Advanced Certificate in Public Relations from the Chartered Institute of Public Relations in 2007.

**Kerry Marsh** has been with Neesham for ten years, and currently supports Beky. Her 18 years experience as a Personal Assistant, working with a property company has made her an invaluable member of the support team.

**Lois Cleary** manages the Neesham clippings service. She brings to Neesham the benefits of 19 years administrative experience, including work at major technology, pharmaceutical and media companies.

## 5.0 Our PR Services

**Press and public relations are Neesham PR's core activities. As such, we provide an in-house capability that covers:**

- Strategic PR consultancy
- Global PR programme management, in partnership with a Millennium Group affiliate or your preferred agency
- PR programme implementation including:
  - Press events and press conferences
  - Drafting and issuing announcements
  - Drafting and placing technical articles
  - Drafting and placing case studies / application articles
  - Copywriting technical brochures, newsletters and advertisements
  - Arranging press interviews and lunches
  - Measuring results through a press cuttings service
  - Setting and monitoring our performance against agreed benchmarks

**For a wider range of activities such as media buying, design, artwork and printing, we have close relationships with specialist associates.**

Working with these partners we can implement:

- Integrated PR, advertising and direct-mail campaigns
- Specific creative projects (e.g.: magazine front covers)
- Market research programmes

## 6.0 Event Management Services

**Neesham PR is able to offer a complete event management service run by a team of experienced PR professionals.**

**Services include:-**

- Devising an appropriate event theme
- Drawing up the day's itinerary
- Locating, booking and liaising with an appropriate venue
- Exhibition stand booking, planning and set-up
- Organise venue dressing e.g. flowers, banners etc
- Arranging press attendance where appropriate
- Organise all event aids and equipment e.g. marquees, AV equipment
- Book and brief technical crews i.e. sound, lighting and camera if required
- Book and brief actors, entertainers, presenters, hostesses if required
- Arrange catering
- Provide a team on the day to manage every step of the event

**Projects will be quoted for on an individual basis.**