



Liz Male Consulting

IBP Communication and PR Awards

PR Consultancy Team

Liz Male Consulting (LMC) offers specialist PR and marketing services to businesses in construction, property and the built environment. We exist to make construction and the built environment better known, better loved and better understood.

A team of eight employees and three associates (and still growing), we combine strong skills in public relations, corporate communications, graphic facilitation, social media, content marketing, copywriting and video.

Our highlights from 1 March 2017 to 28 February 2018 include:

- Grew annual turnover again by 26% to £500K, on top of the previous year's growth of 79% and an increase in profitability of 118%.
- One of only 25 companies in the country to be named a Measurement Champion by the PRCA, recognising excellence in PR and communications evaluation methods.
- Awarded the PRCA's Communication Management Standard (CMS) accreditation, the gold standard for business and process management in PR consultancies.
- LMC's founding director, Liz Male MBE, won the Women Leader Awards for 'Business Services'.
- Launched a new video reporting service and strengthened copywriting and editorial expertise.
- As well as UK client growth, LMC grew its portfolio of internationally headquartered clients looking for support in the changing UK construction market with the addition of global safety science organisation UL.
- Helped clients to win or become shortlisted for 9 industry awards.
- Featured by Invest MK as a best practice business investing in training, development and apprenticeships, and joined the 5% Club, a movement of employers providing 'earn and learn' opportunities to graduates and apprentices.
- Delivered strategic facilitation workshops; new websites; social media campaigns; targeted national, broadcast and trade press campaigns; events; planning consultations; and content marketing campaigns. A few recent examples are attached.

Name of category:

PR Consultancy Team

PR consultancy name:

Liz Male Consulting

Address and contact details:

18A High Street, Olney, Buckinghamshire, MK46 4BB

Tel: 01234 712 279

People:

Arthur Eyles, Charlie Girling, Emma Sisson, Hannah Cooper, Liz Male, Nikki Wilson, Rob Willoughby, Vickie Cox, Adam Branson (associate), Penny Norton (associate)

Case study

British Woodworking Federation

Fire Door Safety Week 2017

About the campaign

Fire Door Safety Week (FDSW) is an integrated PR, content marketing, public affairs and social media campaign run on behalf of the British Woodworking Federation (BWF) in association with the Government's Fire Kills campaign. The initiative aims to raise awareness of the critical importance of fire doors in saving lives and protecting property.

We created the campaign in 2013 and ran it for five years, using detailed evaluation at every stage to refine tactics and increase impact. 2017 was the most successful campaign yet in terms of reach (visibility), response (awareness), resonance (interest) and return (action by supporters and stakeholders).

Budget: £10-25K

The FDSW campaign delivered continuity in raising understanding and awareness of the vital importance of fire doors. LMC knows the construction sector well; the team is able to absorb complex briefs and turn them into simple messaging that is easy to understand. The LMC team is professional, hardworking and creative.

Iain McIlwee
Chief Executive
BWF

2017 Campaign In Numbers

Total reach in 2017: **17.7 million** (97% increase on 2016)

8 events in



325 pieces of print and online coverage with a total readership of
294 million
and 2.7m views



159
Thunderclap supporters
Reaching
483,467
people

16 items of broadcast coverage with a total reach of 11.4 million



Social media campaign with a total reach of:

13.8 million

impressions on Twitter for @FDSafetyWeek and #FireDoorSafetyWeek combined

358 tweets



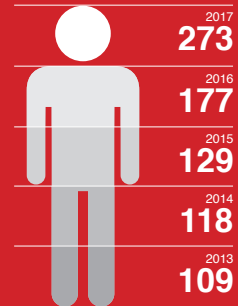
1,988 mentions & retweets on Twitter



visits to the Fire Door Safety Week website in 2017 from 15,174 unique visitors

A campaign growing in support

Number of supporters over the years:



7,850
page views on the Fire Door Safety Week toolkit, the website's most popular page

Of the
4,483

toolkit downloads there were:



of the 5 Step Fire Door Check



of the Fire Door Myths



of the Fire Doors in the Dock Guide

www.firedoorsafetyweek.co.uk

Follow us on Twitter: @FDSafetyWeek



The 2017 campaign is shortlisted for the Safety and Health Excellence Awards 2018 and was a finalist at the Construction Marketing Awards 2017

Case study

Media 10

Promoting UK Construction Week's new diversity, equality and inclusion policy

About the campaign

UK Construction Week (UKCW) is Britain's biggest construction show. Event organiser Media 10 asked us to help launch UKCW's new code of conduct for exhibitors and guidelines to promote greater diversity, equality and inclusion.

Budget: Under £10K



UKCW director Nathan Garnett was interviewed on BBC Radio 4's Today programme

This campaign had an immediate effect, achieving fantastic news coverage for our commitment to diversity and for UKCW as the largest construction trade show in the UK, and leading to a measurable upturn in business.

Sema Tezel-Basbug
Senior Marketing Manager
UK Construction Week

Our results



19 radio and TV appearances and mentions, with estimated reach of 13.5 million.

- Including BBC Radio 4's Today programme, BBC News 24, BBC World News, BBC Radio 1 and Radio 2, Talk Radio, Palm FM and 11 regional BBC radio stations.



71 pieces of national, international and trade print and online coverage with a total readership of over 2 billion and an estimated 6.3 million views.



Achieved 100% awareness among UKCW exhibitors about the new diversity and inclusion policy, as measured by calls made by the UKCW sales team.



Website visits spiked to nearly 9,000 on the day of the TV and radio coverage, double that of the days before and after.



Gained 3,760 shares of the media coverage on social media within a couple of days. Social media sentiment among construction industry influencers was entirely positive.



Doubled weekly new exhibitor enquiries to 41 and increased newsletter registrations by more than 50%.



The FIT Show and MIPIM have since issued their own codes of conduct. UKCW's leadership has fundamentally changed what will now be acceptable by exhibitors within the construction industry.

Case study

O&H Properties

A community engagement programme for Marston Valley

About the campaign

O&H Properties (O&H) is a major land owner and master developer. In advance of an outline planning application, we held a public engagement programme in February 2018 to enable local people to discuss O&H's proposals for the development of Marston Valley and to gather feedback on the long-term needs of the area.

We communicated the proposals via the media, through political engagement, via a series of exhibitions, an interactive digital platform, videos, social media and newsletters delivered to more than 6,000 households.

Budget: £50-75K

The project was at times challenging and LMC took full ownership for solving any problems. We always felt very supported throughout the process. As a result of this piece of work, we are confident that we have achieved a completely watertight communication package which is so important for planning.

Pippa Cheetham

Head of Planning
O&H Properties

Our results



Extensive work over six months to develop an agreed communications strategy and materials which continued to be refined with feedback from the local community.



A series of local exhibitions and public open meetings held in each of the villages most affected by the proposals. 319 people attended the exhibitions, representing more than 20% of households in those villages.



Public support gained from national and local organisations, including Bedford & Milton Keynes Waterway Trust and Anglian Water.



More than 1,138 unique users of the Marston Valley website since early February, with 100 views of supporter videos to date and 54 people registered for news updates.



More than 50 formal respondents to a questionnaire seeking input into the plans, 20 further representations, and a significant group of local people who have volunteered to remain involved in guiding the design of Marston Valley over its 20-year delivery.



Local people attended a series of exhibitions

Case study



The International Forum on Fire Safety Building Codes and Regulations

About the campaign

UL is a global safety science organisation headquartered in Illinois, USA.

In January 2018, at very short notice, we organised UL's International Forum on Fire Safety Building Codes and Regulations at the House of Lords. The event included an international line-up of high profile speakers including world-leading fire experts from the USA, UK and Sweden.

We advised speakers and UL about lines to take in light of the Hackitt Review and advised UL on key UK influencers to invite. We also worked with political communications agency Cavendish Communications to organise meetings with MPs and key civil servants the day before the event.

Budget: Under £10K

Our results



94 UK influencers attended; including leading fire safety experts, representatives from industry bodies and chartered institutes, MPs, peers and construction industry journalists.



As a result, UL is now progressing its relationships with key UK opinion formers in fire safety.



Achieved UL input into post-Grenfell policy reviews.



The speakers included Sal Cassano (second from left), the former fire commissioner for the City of New York and a member of the command staff of the New York Fire Department at the time of the 9/11 attacks



The panel discussion at the International Forum on Fire Safety Building Codes and Regulations



Jim Fitzpatrick MP