

Potential PR Stories

1. Association with professional and trade organisations
2. Award for achievement, export, design, technology
3. Appointment of distributors, agents
4. Acquisition of new plant, premises, branches, new factory
5. Authorship of technical papers, learned books, biographies
6. Anniversary or notable invention, achievement etc.
7. An interesting personality association
8. New installations
9. New or improved process
10. New and special product applications
11. New division or subsidiary company
12. New client, prestige customers
13. New company name , logo
14. New web site
15. New catalogues, literature, buyers guides, information packs
16. New or special use materials or components
17. New personnel, appointments, promotions, retirements, long service
18. Record output
19. Record sales
20. Contracts awarded
21. Contracts completed
22. Community support
23. Charity support, donations
24. Competition announcements and winners
25. Participation in competitions (numbers)
26. Participation in UK or overseas exhibitions
27. Promotions, conferences, presentations
28. Product or service streamlining or improvement
29. Purchase of equipment or machinery
30. Visits overseas of senior executives
31. A novel design to meet new (or old) need
32. Video or film production
33. Investment plans
34. Important overseas visitor (and trainees from overseas)
35. Recognition by authorities
36. Joint ventures, marketing, manufacture, contracts
37. Training schemes, incentive schemes recruitment drives etc.
38. New products and services, options, modifications, accessories
39. Special projects and research
40. Sponsorship – arts, sports, cultural
41. Successes in overcoming design difficulties etc.
42. Staff achievements outside company (sports / social / charity etc.)
43. Success in special or niche market place (e.g. offshore, government)
44. Special products, maintenance or part exchange schemes
45. Membership of outward trade mission
46. Lectures, seminars, talks, study, projects undertaken
47. Outstanding achievement either performance or technical



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