



## MEDIA RELEASE

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# Death By PowerPoint!

Have you ever sat through a dull presentation? Does the thought of watching another person take you through another set of PowerPoint slides fill you with dread? Peterborough's public relations, marketing and advertising specialists are meeting to chat about the good, the bad and the ugly of presentation techniques at the next Peterborough Communicators' Network meeting to ensure they don't make the same mistake.

The session will be held on Monday 8 December, beginning at 4pm, for mince pies and informal networking and will finish at 6pm, at the Eco-Innovation Centre on City Road.

Attendees are invited to enter their own five minute presentation on either 'Why I love/hate Christmas' or 'Why I love/hate PowerPoint' in a competition at the event. The presentations will be reviewed by a panel of judges on how interesting and interactive they are, with prizes being awarded for the best entries. Also, Richard Groom of Marketing Ability will be on hand to offer hints and tips on giving engaging presentations.

The Communicators' Network is open to all of those who engage with customers, businesses, communities and other stakeholders on behalf of their organisation. The network meets quarterly giving attendees a chance to exchange communication techniques and ask for advice or just a second opinion on plans and activities.

Further planned events include a session on working with the media planned for 2 March, 2009, involving Evening Telegraph editor Mark Edwards and Sharon McAllister, editor of local lifestyle magazine ESP. The editors will discuss their comparative views on what they look for in a story, as well as listening to the network's questions on media relations and writing techniques.

To attend the event, join the Peterborough Communicators' Network or for more information, please call Hannah Barrett on 01733 865040 or email [hannah@athene-communications.co.uk](mailto:hannah@athene-communications.co.uk) or visit <http://www.athene-communications.co.uk/peterborough-communicators-network.htm>

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### Notes to editors:

- Peterborough Communicators' Network was set up by Richard Astle, director of Peterborough-based strategic communications consultancy, Athene Communications.
- Athene Communications is a strategic communications consultancy, offering innovative and integrated advice and support to organisations looking to improve the way they engage and communicate with key internal and external audiences, particularly those embarking on major change programmes or projects.
- Athene Communications was set up in 2003 and has clients including Pearl, Indesit company, Unisys, British Energy, Royal Haskoning, the Greater Peterborough Partnership and the Association of Spina Bifida and Hydrocephalus (ASBAH).
- For further information on Athene Communications please visit [www.athene-communications.co.uk](http://www.athene-communications.co.uk)
- The next Peterborough Communicators' Network meeting is to be held on **Monday 8 December at the Eco-Innovation Centre from 4pm to 6pm.**
- The meeting is open to all of those who work in or have an interest in working in communications.

### Media contact:

For media requests please contact Hannah Barrett on (01733) 865042 or [hannah@athene-communications.co.uk](mailto:hannah@athene-communications.co.uk)