



## MEDIA RELEASE

4 August 2008

# Making the most of the Internet

Peterborough's public relations, marketing and advertising specialists will be meeting to chat about the opportunities of new media at the next Peterborough Communicators' Network meeting. From podcasts to social networking, blogs to news sites, the city's communicators will be discussing how they can use the internet to their advantage.

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 at Peterborough College of Adult Education to give attendees a chance to exchange communication techniques and ask for advice or just a second opinion on plans and activities.

Each meeting has a work-related discussion topic and a local expert is invited along. James Lewis from Peterborough-based marketing and advertising agency, T2 Studios, will attend the September 17 event. James will answer questions related to the internet and give tips on how to make the most of websites to ensure the correct message about their businesses and organisations are getting across. The next meeting on Wednesday September 17 from 4pm to 6pm is the first of a new calendar of Peterborough Communicators' Network events.

Further planned events include a December 8 discussion on giving powerful presentations, led by Richard Groom from Peterborough Copywriting Bureau. The group will talk about what makes an engaging presentation and discuss the techniques they use.

A session on working with the media is planned for March 2, 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.

Peterborough Communicators' Network was set up by Richard Astle, director of Peterborough-based strategic communications consultancy Athene Communications. To join 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).

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**Notes to editors:**

- 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 has been running in Peterborough for five years, and has clients including 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 **Wednesday September 17 at Peterborough College of Adult Education from 4pm to 6pm.**
- The meeting is open to all of those who work in or have an interest in working in communications.
- Please find attached a calendar of forthcoming events.

**Media contact:**

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