



IPRN: AGENCY OF THE YEAR  
Redwood Consulting - PR for the Global Real Estate Sector



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# THANK YOU



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# Redwood Consulting – London, UK

*IPRN MEMBER FOR OVER A DECADE*

*ESTABLISHED 28 YEARS AGO*

*THE UK'S NO.1 INDEPENDENT GLOBAL REAL ESTATE COMMS SPECIALIST*



# Your Redwood Contacts

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Lucy Close

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Chief Executive / Co-Founder

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Liz D'Oliveira

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Chief Operating Officer / Co-Founder

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Pia Choudhury

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Associate Director

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# Our people

Property communications specialists

Boutique agency with an international reach

Strategic integrated communications approach

Trusted advisers and custodians of client reputations

Unrivalled media relationships – immersed in the news agenda

Creative campaigning approach

Smart, nimble, efficient and effective



# Our people, culture and values



**Understanding - Listening**

Understanding our clients and their needs is the first step in providing them with the best possible solution. We listen to our clients and their needs, and we work with them to find the best way to meet those needs. We are always looking for ways to improve our services and to provide the best possible experience for our clients.



**My Journey**

It's been a journey of discovery, learning and growth. I've been fortunate to work with some of the most talented and passionate people in the industry, and I've learned a great deal from them. I've also had the opportunity to lead a team and to take on new challenges, and I've found that to be a rewarding experience. I'm excited to continue to grow and to learn from my colleagues and clients.



**My Journey**

I've had a great career so far, and I've learned a lot from my colleagues and clients. I've been fortunate to work with some of the most talented and passionate people in the industry, and I've learned a great deal from them. I've also had the opportunity to lead a team and to take on new challenges, and I've found that to be a rewarding experience. I'm excited to continue to grow and to learn from my colleagues and clients.



Integrity



Initiative



Honesty



Commitment



Energy



Creativity



Flexibility



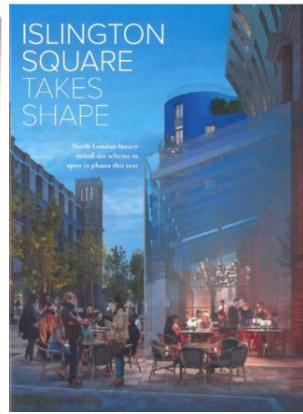
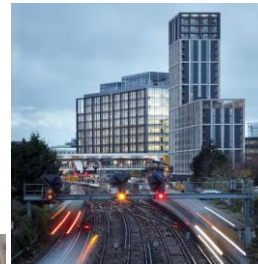
Charm

# Our mission

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Maintain, enhance and protect reputations to help clients succeed and thrive in global real estate sector

# Our work





# Our services

## Strategic communications consultancy

**Key messaging**

**Change comms**

Perception audits

Internal comms

SME comms

Professional coaching

## Positioning and reputation management

Media relations

Thought-leadership

Research-led campaigns

**Crisis comms**

**Social media**

Media training

## Political and stakeholder engagement

Community involvement

Local media engagement

**Digital consultation**

Construction comms

Policy-led comms

Neighbourhood planning

## Marketing and brand consultancy

Brand alignment

Marcomms

Events

Awards

Content creation & copywriting



# Performance

## A prudent business model



# IPRN 2019

## European regional meeting

Highest attendance ever – **43** delegates, from **29** agencies and **21** countries – including members from Russia, the USA and Saudi Arabia



The collaborative spirit and cooperative attitude of IPRN members was present during the entire meeting

**Pawł Bylicki** • 2nd  
CEO Public Dialog, IPRN Poland  
1yr • 🌐

Fantastic organization of this [International Public Relations Network \(IPRN\)](#) Regional meeting in London. High frequency, dozen of members from all over the world, very effective day. Thank you [Liz D'Oliveira](#) and your great, commitment team from Redwood Consulting for preparing everything at the highest level! #london #teamwork #network #iprn #members



**Redwood Consulting**  
415 followers  
1yr • 🌐

Next week we are hosting the #IPRN conference. It is a network of 45 members in 30 countries - something we're really proud to be part of at Redwood. #PR #Networking <https://lnkd.in/gsmcGwT>



Keynote speaker

Adam Kirtley – BBC News

**BBC NEWS**



Adam has been in Broadcasting and the Media for 30 years. He is a very experienced presenter and a specialist in Business, Financial and Consumer Journalism.

Adam regularly broadcasts on both BBC Radio Five Live and Radio Four, the world's biggest speech radio network. He presented Five Live's award-winning early morning business programme Wake Up to Money, and the flagship consumer programme You and Yours on Radio Four.

He contributes to the business slots on Victoria Derbyshire, 5 Live Drive and other business outlets, as well as having worked for the BBC World Service, Television News channel and BBC Online. At home equally in the studio or in the field, and has reported from Austria, Sweden, Ireland, New York, France, Norway and Turkmenistan.

### Agenda – Friday, 15<sup>th</sup> November

- 9.30am Coffee and networking
- 10.00am Official welcome: Liz and Luis
- 10.15am New member presentations: Extrovert / The House PR / W7 / Publik
  - Lisbon AGM and Conference update and 25<sup>th</sup> anniversary - Rodrigo
  - Promoting IPRN country meetings/improving agency information - Alberte
- 11.00am Coffee Break / Networking
- 11.05am Member presentations:
  - Nexus – "Widowhood repositioning & video work" - Harvey
  - Public Dialog – "CSR for Volkswagen, Poland" - Pawel
  - Redwood – "Communicating complex change in Edinburgh" - Christina
- 11.20am Keynote speaker, Adam Kirtley, BBC News: "The Changing Media Landscape"
- 12.15pm Buffet lunch and networking
- 1pm IPRN update – Luis: committee chairs and members: New website / annual awards / network development / e-newsletter / media relations / annual survey / SSMM / sponsors & partners / women chapter / brand positioning / strategic plan 2020 - 2025
- 2.15pm Workshop: "Managing the new generation for success" - Lucy
- 3.10pm IPRN Global Report – Pawel
- 3.30pm Tea break and networking
- 3.45pm "The Future of Corporate Publishing" – Philippe / Heike
- 4.15pm Member presentations:
  - TDUB – "Big data PR" - Tilo
  - Redwood – "Britain & Best" - Kheyn
- 4.45pm Round up: Future topics for discussion – Liz
- 5pm Close

Redwood Consulting Retweeted  
**CrottyCommunications** @CrottyComms • Nov 15, 2019  
Great to be in London for #IPRN European Regional Network! Sharing knowledge #PRPros @redwoodcomms thank you 🙌




# Local knowledge, global reach

**The changing media landscape and where PR comes in. Redwood Consulting**

Dec 3, 2019

The changing media landscape and where PR comes in

[READ MORE](#)

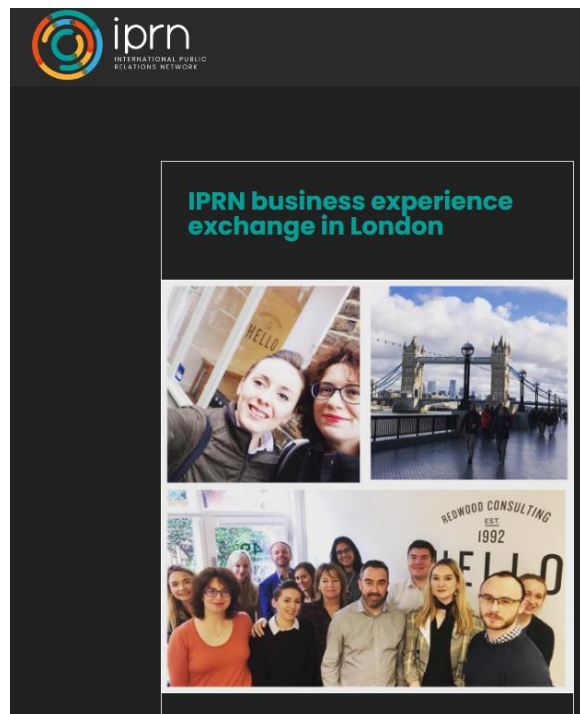


IPRN Newsletter


Hot Topics

Survey for completion prior to Conference  
By IPRN

As European regional chair of IPRN and in preparation for the general assembly of IPRN on Thursday, November 5 and more particularly to get your input on the actual general situation of the European IPRN member agencies. Please take 2 minutes to answer the questionnaire: <https://www.surveymonkey.com/r/9DEZCRG>



IPRN business experience exchange in London



Redwood Consulting @redwoodcomms · Jun 18

Congratulations to the International PR Network #IPRN – celebrating #25years with a #newbrand and strategic growth plans. We're proud to be a member of @internationalprnetwork of independent PR agencies across 41 countries #globalnetwork [bit.ly/2N5Fi0K](https://bit.ly/2N5Fi0K)



**iprn**  
INTERNATIONAL PUBLIC RELATIONS NETWORK

Redwood Consulting @redwoodcomms · Jan 9

We are supporting a new international awareness campaign against #agestigma.

#Noagecampaign is a partnership with the University of Porto and the #IPRN [bit.ly/2tk71Eb](https://bit.ly/2tk71Eb)



#NOAGECAMPAIGN  
JUSTHAPPYDAYS.COM

Redwood Consulting @redwoodcomms · Nov 28, 2019

Thanks for coming to see us - was great to have you!

The House PR Agency @TheHouseRO · Nov 26, 2019

Support among agencies is much needed for the professionalization of the global communication industry. We get most of our inspiration from an international perspective. Two of our colleagues are in London, where @redwoodcomms were so kind to guide and inspire us! #thankyou 🙏



## Three new business opportunities in the last six months

nexus

- Launch to market with picture-led story
- Send with launch release to all target media
- Set the scene of Neuron's USP for all audiences

Evening Standard.

Mayor of London rides in new wave of e-transport



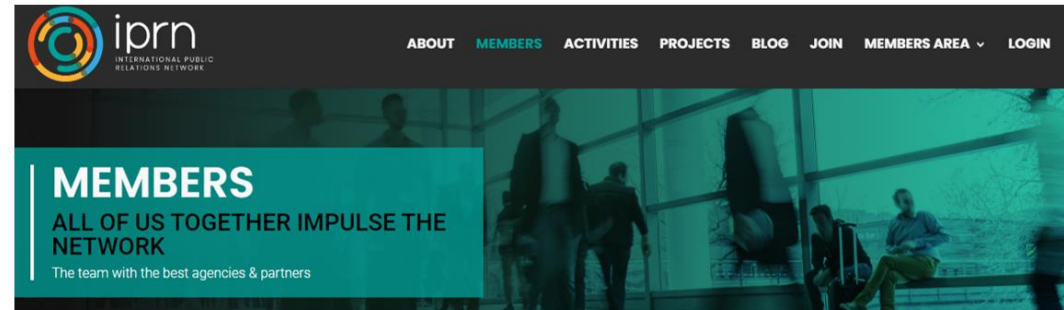
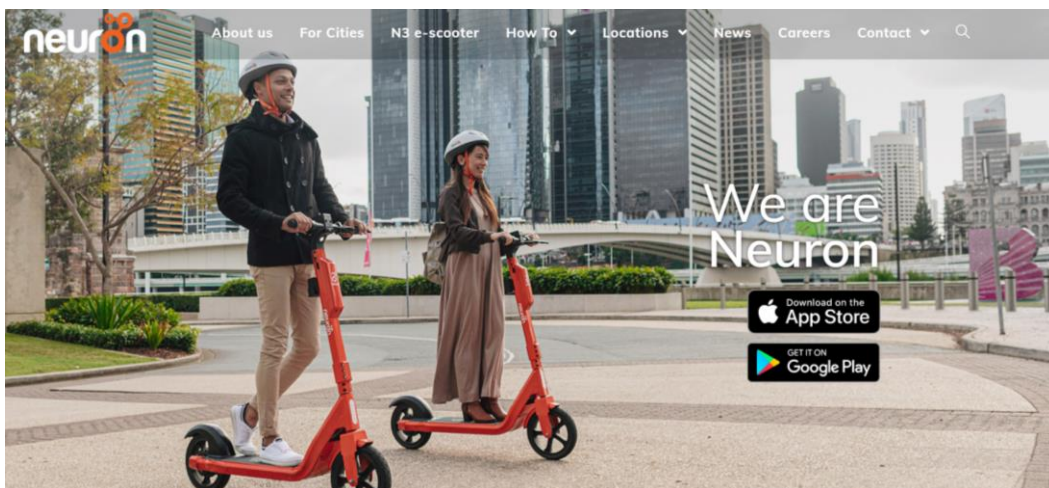
BBC

Comutech is the new fintech

Marble Arch Has Been Illuminated In Rainbow Colours To Celebrate Pride



SECRET LONDON



Un cliente conocido y cercano, con un nuevo proyecto apasionante, HF Living; un lanzamiento internacional en tres países, y tres *partners* de comunicación estratégica implicados, todos miembros de IPRN, red internacional de agencias independientes.



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RETROUVEZ NOS DERNIÈRES  
PRODS VIDEOS

# IPRN - looking to the future

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Coming together is a **beginning**,  
staying together is **progress**,  
and working together is **success**.

