

Re-branded, revamped and refreshed!

Over the last year, our committee has been working on the re-branding of the Grampian PR Group.

After experiencing a significant increase in membership enquiries from people working in the wider communications arena, we felt it was important to expand the group to include those working in the fields of marketing, advertising, design, media and events.

Whilst we were keen to create a larger networking community in Aberdeen – to allow members to share knowledge and

participate in more extensive networking opportunities – it was, of course, imperative that the group continued to focus on traditional PR.

Therefore, we needed to create a "bigger" umbrella under which we could include the various disciplines of communications, whilst still catering for our existing membership.

A survey conducted by a group of students from RGU indicated that members did not want a radical departure from the group's original name and so, after significant deliberation

by the committee, the new "Aberdeen Communications Group" name was unanimously agreed upon.

Our new logo was designed by two of our very own committee members. John Brown, tapping in to decades of design experience, came up with the idea for the quotation marks, which symbolise the inclusivity that the group represents, but at the same time are a nod to our roots – communication professionals providing a "quote".

Lauren Strachan then contributed the new colour

combination of grey and dark pink.

Our new branding is consistent with our efforts to expand the possibilities for a communications network in Aberdeen City and Shire, as we recognise that our members are not necessarily public relations professionals yet their work sits within the greater area of communication.

We hope you like it as much as we do!

Marketing masterclass



Reuben demonstrating the importance of clinging on to an objective reference point

Strategic branding expert, Reuben Webb – Creative Director of IAS b2b Marketing – made his way to Aberdeen from Manchester last month to host a masterclass, which provided attendees with an in-depth look at the strategic marketing of B2B clients.

In the first broader communications event since the group was revamped, the room at RGU's Aberdeen Business School was packed with a variety of people from different professions.

Using examples from a number of award-winning strategic marketing campaigns, Reuben highlighted how, by getting closer to clients, attendees can maximise their results.

A key point of his presentation also focused on how important it is to establish a strategic reference point for marketing tactics to flow from.

2012 Membership now open

2012 membership is now open so please make sure you're part of what is set to be an extremely exciting year for the newly revamped group and get signed up!

Whether you would like to simply renew your membership or join as a new member, **just complete and return the application form by Friday, December 23.**

We have managed to freeze our membership fees at last year's rates – £30 for individual membership, £15 for student membership and £100 for corporate membership.

This will once again secure

members a place in our directory – which is issued to local media contacts, MPs and MSPs, plus membership organisations such as the Chamber of Commerce and SCDI – as well as reduced entry to all our events.

Also, as we are regularly asked by local firms to advertise jobs, we pass all relevant vacancy alerts on to the group's membership.

For more information on the group, just what membership entails or how you can get signed up, please contact one of our committee members.

2012 events programme taking shape

Our 2012 calendar of events is taking shape and we look forward to revealing full details of what we have planned for the year ahead very soon.

Our committee is working hard to devise a diverse programme which our membership will find enjoyable and, ultimately, highly valuable.

Packed with the likes of insightful media visits, topical workshops and social events – which are excellent for helping

local communications professionals network in more informal settings – the schedule will cater for all members.

Already lined up for the first quarter of the year are visits to The Press & Journal's Lang Stracht headquarters and STV's Aberdeen base, as well as a social media seminar. Firmed up details on these events will follow soon.

2012 will also see the return of the group's Media Ball, which

always proves to be an exceptional night.

So, make sure you don't miss out on what will undoubtedly be the media event of the year – on **Saturday, September 8** – and book your tickets now.

For more information on the ball, or our plans for the 2012 events programme, please contact Alaina Donald on 01224 248 007 or email adonald@avc-media.com

A toast to the newly branded Aberdeen Communications Group

Around fifty delegates from the North-east communications industry attended the much anticipated launch of our group rebrand on Thursday, September 22.

After months of review, the committee proudly unveiled the newly titled Aberdeen Communications Group to guests, with its new, transformed logo.

Communications professionals across the corporate, consumer and charity sectors were represented at the special launch event, which was held at one of Aberdeen's hot spots, Amicus Apple.

The venue created an Aberdeen Communications Group signature cocktail especially for the evening. It proved such a hit with the guests that Amicus Apple might be adding it to its cocktail menu, albeit under a new name. We'll all know where the original inspiration came from though!



Four lucky guests won prizes in the raffle. Fiona

Poustie at Inspire, won a punch bowl donated by Amicus Apple, while Carolyn Maniukiewicz from Ideas in Partnership, won a hamper of chocolate treats supplied by Cocoa Ooze.

Macphie of Glenbervie kindly donated an array of Devilish Desserts won by Sian Mutch and Gill Buyers, Managing Director at Trend Magazine, walked away with the star raffle prize, a £50 voucher to spend at Malmaison.

Alaina Donald, Co-convenor of the Aberdeen Communications Group comment: "The feedback from the night was extremely positive and it's encouraging to see that the decision to officially open up the group to the wider communications network is fully supported.

"We have such a rich communications industry here in the North-east and we're delighted that the Aberdeen Communications Group can provide a forum in which to recognise and celebrate that."

Organisers get smart for oil exhibition

Helping visitors navigate the biggest ever SPE Offshore Europe oil and gas exhibition as it hit Aberdeen this September was one virtual visitor that caught the attention of nearly 6,000 conference attendees.

Taking full advantage of the surge in smartphone use that has been seen since Offshore Europe 2009, organisers developed a free application that complemented the show's electronic presence on the

web and via Twitter.

Dedicated versions of the app were developed for the iPhone, Android and BlackBerry platforms, with a further version for mobile phones with internet access. The application offered visitors a range of tools at the touch of a screen, including details of exhibitors, a conference schedule and a detailed floorplan to make negotiating the 800 stands less daunting.

Launched shortly before the

exhibition took place, the app received a total of 5,829 downloads, and has set the ball rolling for an even greater social media presence in 2013.

SPE Offshore Europe Event Director Natalie Booth, of Surrey-based events organiser Reed Exhibitions, said: "The app was released less than two weeks prior to the show, so we feel these are great results and we hope to be able to build on the current app in the future.

Contact Us

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"We were very active using Twitter throughout the show, and again we will be developing this for the 2013 exhibition and progressing the amount of social media we undertake leading up to it – in particular Twitter, LinkedIn and Facebook."