



immediate future demystifies online PR vocabulary with launch of first ePR glossary

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immediate future today launches a glossary, the 'Online PR Phrase Book' (www.immediatefuture.co.uk/onlinePR), to help clients understand the terms and phrases frequently used in the practice of online public relations.

PR9.NET September 07, 2005 - With over 250 definitions, the Online PR Phrase Book is the first dictionary of internet PR terms. Designed to help clients and PRs get to grips with these key business terms, it provides a single source for professionals looking to understand online PR.

Katy Howell, Managing Director at immediate future, says: "Whilst the fundamentals of online PR remain the same as traditional public relations - reputation and brand profile-building - the way the results are achieved is very different. And with the new tactics comes a different vocabulary, making it hard for the newcomer to online PR to understand the variety of concepts and expressions."

Many Online PR words and phrases have their roots in internet marketing, and the growing PR trend for blogging has produced its very own individual jargon. Whether it's RSS or SEO PR, or more web marketing terms like PPC and CPM, understanding the language of Online PR is vital if the industry is to educate more clients and PRs about this developing discipline.

According to Ashley Friedlein at E-consultancy, immediate future's specialist glossary is welcomed by the industry. E-consultancy (<http://www.e-consultancy.com>) hosts two highly-respected online PR roundtables and manages a comprehensive training course, which runs this October, <http://www.e-consultancy.com/knowledge/events/818/online-pr-training-workshop.html>.

Friedlein comments: "The scale and impact of online PR is evolving rapidly and it's essential for PRs and marketers to understand the challenges the internet creates for brand management and publicity. This professional source of online PR terms provides a great resource for individuals, agencies and brands looking to master online PR."

Part of immediate future's PR Toolbox section, the Online PR Phrase Book at <http://www.immediatefuture.co.uk/onlinePR> is found alongside the company's established glossary of traditional PR terms. The Online PR Phrase Book will be continuously updated to ensure that it includes the most current definitions.

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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