



PR industry risks being left behind in the rush online

immediate future Limited, November 03, 2005

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Public Relations Online launches as first-ever organisation to share information and exchange new ideas, methodologies and best practice in online PR

PR9.NET November 03, 2005 - Launching today, Public Relations Online (PRO) is a new forum designed to educate the PR industry about the technologies and techniques needed to respond to the challenges of online communications.

Consumers behaviour and influence is changing fast and PR practitioners need quickly to understand the influence of the web, or risk being left behind. With no one organisation currently leading the way in online PR, the launch of PRO will spearhead online communications and provide leadership, generate discussion and ultimately develop best working practices that will educate the PR industry.

Mark Rogers of Market Sentinel, one of the founders of PRO, believes that internet PR can no longer be ignored.

He says: "When Google ads bring in more revenue than Madison Avenue, and when an angry blogger can spark a product recall it is clear that a massive shift has occurred in the way people interact with corporations. Companies now have to understand a bewildering array of technologies: search, news syndication and blogging, if they want to manage customer relationships – and our aim is that PRO will facilitate this change".

PRO is being launched by Market Sentinel and immediate future (digital PR specialists). They are joined by contributors from Abakus Internet Marketing, Blogging Planet, Brand Energy Research, Creative Virtual, Custom Communications, Internet Reputation Services, Onalytica, Siteljnx and Tiddlywiki.

"Online marketing is entering a new era and PR can and should take the lead," says Katy Howell of immediate future.

She explains: "Online is moving away from its roots in technology and content and context are driving search rankings, customer influence, and word of mouth. PR practitioners' expertise is at the heart of managing a company's reputation and it should be the same online. It is time for the PR industry to engage with the online community and develop new communications models. If it doesn't, there are plenty of other marketing disciplines waiting in the wings to take a slice!"

PRO is actively sourcing online PR experts and thought leaders across the UK and Europe for its invitation only membership of contributors. Debate and discussions is open to all at www.publicrelationsonline.com and there is a schedule of workshops and white papers that aim to educate the industry and develop best practice.

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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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