



Social media public relations high on Elemental's SES presentation

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Integrated media communications consultancy Elemental Communications to guest speak at Search Engine Strategies London (SES) 2007

PR9.NET February 12, 2007 - London, UK – Elemental Communications (<http://www.elementalcomms.co.uk>) is to guest speak at Search Engine Strategies (SES) London 2007 (<http://www.searchenginestrategies.com>), renowned for being one of the most influential search marketing events.

Elemental's Rachel Hawkes will be guest speaking on the Vertical Search Issues Tracks addressing the subject matter of the emerging practice of News Search SEO on day two, 14th February 2007 from 10:30 to 11:45am.

Rachel Hawkes, account director at Elemental comments, "Elemental will be demonstrating how brands may communicate their products and services to their online audience using the latest techniques that support traditional public relations. We will be discussing how as an integrated consultancy we have been effectively using News Engine SEO and social media to connect with media and consumer audiences on a more personal level - observing quite unique rules of engagement."

Search Engine Strategies (SES) is one of the most respected event for search engine marketing and optimisation throughout the world, and will be held London from the 13th to the 15th of February 2007. This year's event has been organised by search authority, Chris Sherman.

"Public relations is currently experiencing a rapid interest in online PR and social media communications which although is the most obvious space to address; is far more complex and demanding than is first perceived.

There are niche agencies that specialise in the digital PR realm, but it is true integration that creates, delivers and nurtures great brands or campaigns. This is what Elemental excels at and across B2B and B2C arenas and has done so for a number of years. Elemental will be summarising the experience and knowledge that we possess and embracing one our core fundamental principles, namely sharing our expertise," adds Tim Gibbon, director at Elemental.

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About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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