

PRWeek

For professional practitioners and specialist strategists

Manchester is getting the PR it deserves
By [Name]



Big survey 4th
Public relations is now the 4th most popular profession in the UK



Food giant's food PR
How a PR leader is handling the PR for a major food brand

Practice News features news, analysis and special reports on all aspects of the PR industry

Global oil titan enlists PR help for deep drilling drive

By [Name]

Oil giant Shell is launching a major PR campaign to support its deep drilling drive in the North Sea. The company is investing £1.5 billion in new drilling technology and is targeting a production of 1.5 million barrels per day by 2015. Shell is working with a team of PR specialists to manage the campaign and ensure that the company's message is clear and consistent across all channels. The campaign will focus on the benefits of deep drilling, including increased production and reduced environmental impact. Shell is also working to address concerns about the safety of deep drilling and the potential for oil spills. The PR team is using a variety of tactics, including press releases, social media, and targeted advertising, to reach a wide range of stakeholders. The campaign is expected to run for several months and will be a key part of Shell's overall strategy to expand its production in the North Sea.



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Ag under 29

Ag under 29 is a new initiative aimed at supporting young people in the agriculture sector. The initiative provides a range of services, including mentoring, training, and financial support, to help young people start and grow their own businesses in the sector. The initiative is run by a team of experienced professionals and is supported by a range of industry partners. The initiative is expected to have a significant impact on the agriculture sector and to help create a new generation of young entrepreneurs in the sector.

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