

Company profile

RELATE TECHNICAL COMMUNICATIONS is a unique team of writers, engineers and media consultants specialising in marketing communications for the industrial, science and technology sector. Working together with client marketing teams, engineers and sales personnel, Relate Technical Communications delivers clear and precise communications designed to suit a broad range of audiences and media.

Along with the development and management of tailored publicity strategies, our portfolio includes technology and market reviews, customer magazines, case studies, product profiles, news releases, product and corporate brochures, presentation support material and miscellaneous technical and non-technical copy development and editing projects.

Key points of distinction

Relate Technical Communications offers a refreshing alternative to traditional public relations. Two key points differentiate Relate Technical Communications from its competitors:

- **TRUE TECHNICAL KNOW-HOW**—Relate Technical Communications' consultants and writers are all site-experienced engineers, skilled at communicating complex technical ideas clearly and precisely. The team develops an in-depth appreciation of its clients' products and services, enabling it to create marketing communication tools of the highest standard.
- **PEER-LEVEL MEDIA RELATIONSHIPS**—On behalf of its clients, Relate Technical Communications develops close relationships with the editors of target publications—not as 'PR' representatives, but as scientific equals who can provide them with material specifically tailored to meet their immediate editorial needs. These relationships—formed with the editors of national, regional and global publications—simply can't be matched by conventional public relations strategies.

Service portfolio

Management, coordination and planning

- **PUBLICITY STRATEGY DEVELOPMENT AND MANAGEMENT**—Annual or monthly publicity strategy development supported by regular monitoring, management and reporting
- **MEDIA LIAISON**—Ongoing liaison and relationship development with the editors and journalists of key publications in the client's target industry sectors
- **MEDIA BRIEFINGS AND PRESS CONFERENCES**—Media event coordination and management

Press/media material

- **MEDIA RELEASES**—A range of short media releases, including product announcement, industry news, project and contract announcements
- **MEDIA PACKS**—Assemblies of press releases, brochures, white papers and so on. These are typically presented to media at exhibitions, product launches, seminars and other events of importance to the client
- **TECHNOLOGY REVIEWS/OVERVIEWS**—In-depth analyses of the technologies impacting the client's major market areas
- **APPLICATION STUDIES**—Multi-faceted 'editorial style' application stories founded on detailed site interviews and background studies

Special projects

- **CUSTOMER-TARGETED PUBLICATIONS**—Complete end-to-end management and production of customer-targeted magazines and newsletters
- **TECHNICAL PAPERS AND PRESENTATIONS**—Papers and presentation material tailored for seminars and industry forums
- **BROCHURES AND ADVERTISING**—Concept and copy development for a wide range of brochures, booklets, fliers and advertising

Reporting and training

- **CLIPPINGS COLLATIONS AND REPORT**—Complete 'deliverables' reporting services, including global media clippings and activity statements
- **MEDIA TRAINING**—Client pre-interview training and rehearsal