GOODWORK: AWARD-WINNING TEAM LAUNCHES THE UK’S FIRST SOCIAL ENTERPRISE PR AGENCY.

Introducing Goodwork a new PR agency, a social enterprise, with a fresh approach to achieving the seemingly impossible. You can only go so far on your own. Sometimes, if you want to communicate, you need help. Occasionally you need a miracle.

Goodwork, launches tomorrow (Tuesday, July 9, 2013) at the Business4Better Conference at London’s Olympia with a promise to charities and not for profit organisations that no cause is too big; no challenge too great; no message too difficult to explain.

Goodwork employs some of the most creative people in the world: award-winning designers, writers, journalists, filmmakers, photographers, social media specialists, talented PR consultants and digital wizards.

Its boast is that it provides access to unrivalled, focused distribution to traditional and social media and to specialists, dedicated to building communications capacity through example and training.

Managing Director, Sean Curtis-Ward believes the success of Goodwork lies in the many years of experience the team has in securing media coverage for its clients. “We have excellent current contacts in both the UK and international media. We know how newsrooms work and how best to interest journalists to cover a story. There is little point in having a big splash and then doing nothing more. We work with our clients to ensure that they are always in the news agenda and they are aware of that news agenda.”

Come and meet Goodwork at Stand G9, the Business4Better Conference, National Hall, Olympia, Hammersmith Road, Kensington, London, W14 8UX from Tuesday, July 9 – Wednesday, July 10, 2013.

For more information contact Susan Osborne, Director of Communications on 07836 229208 or Managing Director, Sean Curtis-Ward on 07836 690318 visit the website www.thisisgoodwork.org

Managing Director: Sean Curtis-Ward is an award-winning journalist and broadcaster. He has held senior management positions in UK and international newsrooms for more than thirty years. He was Head of Broadcasting at the UK’s national news agency, The Press Association. and Foreign News Editor at ITN’s Worldwide Television News. He was managing director and co-founder of the leading video PR agency TNR Communications. TNR provides media services and training to blue chip companies and leading charities worldwide. Clients include Nokia, Speedo, Legal and General, Rolex, and Guinness World Records. He has covered stories globally, from the Olympic Games and Soccer World Cup, rhino conservation in Zimbabwe, the civil war in Lebanon, the collapse of the communist regimes across Eastern Europe including the fall of the Berlin Wall and the Gulf War. He has specialised in human rights issues covering stories in East Timor, Albania, Kashmir and China. More recently, Sean worked for the UK media charity, The Media Trust, as its head of news, running the Community Newswire and a project, Local360, to promote citizens’ journalism in the UK.
Director of Communications: Susan Osborne has an extensive career in newspaper, broadcasting, marketing, public relations, policy, public affairs and communications management at the most senior levels.

She has won four PR Week Awards and three Third Sector Campaigning Awards, including the national Award of Excellence, was runner up in the NHS Inspirational Leader Award 2011, and is winner of last year’s prestigious Ashden Award for devising and developing Britain’s Greenest Hospital initiative.

She has public sector experience of over 20 years with expertise in managing strategy, teams, budgets and campaigns, and is skilled in working with trustees, media and other stakeholders including national and local politicians and opinion formers. She has worked with UK universities to promote world class research; devised communication strategies for NHS Trusts; planned and implemented national public awareness campaigns for the Departments of Health and for the Department of Education where she was communications adviser for schools and also Head of Communications Strategy and Insight; she has also worked with organisers of the Golden and Diamond Jubilee celebrations, and on the preparations for the London 2012 Olympic and Paralympic Games, and was instrumental in the successful merger of the two largest UK cancer research charities.