

Internet journalist joins Prompt Communications as senior writer

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INTERNET JOURNALIST JOINS PROMPT COMMUNICATIONS AS SENIOR WRITER

..Fast growing B2B agency expands copywriting team with technology specialist from Internet Magazine...

5 November 2004 – Prompt Communications, a specialist communications agency for technology and software copywriting and public relations, today announced the appointment of Sean McManus as senior writer.

Before joining Prompt, Sean was staff writer at Internet Magazine. He has previously written about technology for magazines including Business 2.0, Marketing Week, Internet Works, Personal Computer World and Making Music. Through his previous work as Group Technology Editor at Route One Publishing, Sean has experience reporting on transport technology and as a freelancer he has written marketing materials for clients in the enterprise computing market. Sean is the author of the book 'Small Business Websites That Work' and an accomplished website developer.

"I'm excited about this opportunity to take my skills in a new direction and learn about new technologies," said Sean. "Having worked as a journalist across a wide range of publications, I've got a good idea of what editors are looking for and can avoid the common pitfalls that result in contributed articles and press releases being spiked."

"Our work is all about communicating technology to business," said Prompt managing director Hazel Butters. "Our clients often have complicated technology to explain, so it's important we have an experienced team of writers who can get their message across clearly. Many technology PR agencies fail to invest in dedicated writers and this is reflected in the difficulty they have securing accurate coverage."

Prompt is retained by a number of technology companies, including NetEvidence and Tatara Systems. Prompt manages the UK and US PR for Orchestra and storage vendor ADIC retains Prompt as its UK agency managing its international PR activity. Prompt also undertakes copywriting for Oracle, Remedy Corporation and The Usability Company.

Founded in January 2002, Prompt Communications offers expertise across all marketing disciplines, teaming its consultants' extensive knowledge of the technology market with experience of pan-European media, analyst and marketing campaigns. Using highly targeted marketing and PR initiatives, Prompt helps its clients gain the visibility they need to achieve their business objectives, from increasing sales to enhancing reputation with stakeholders.

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