

Excellent Olympics beats PR Leaders' expectations

Submitted by: Public Relations Consultants Association

Tuesday, 14 August 2012

London, 14th August – The latest survey of PR Leaders has revealed that the Olympics was an overwhelming success in boosting the UK's international reputation.

All panellists thought the Olympics had either a positive or very positive affect on the UK's international standing, and a remarkable 92% of panellists rated the Olympics as "excellent".

Almost all survey respondents found the Olympics had surpassed their expectations. PR directors were apprehensive prior to the Games (<http://www.prca.org.uk/PRleadersconcernedoverOlympicstravel disruptionbutpositiveaboutOlympicPRsuccess>), particularly of potential travel chaos and Locog and TFL's communications strategies. However, the majority (58%) who predicted the Games would be a PR success story were proved right.

Francis Ingham, PRCA Chief Executive, commented: "PR leaders have given a ringing endorsement to the Games. These figures are astonishing in their uniformity.

"Not only were the Games a triumphant success, exceeding expectations, they have also delivered a significant boost to the UK's international reputation. Given the challenges faced by our country at the moment, that is an absolutely fantastic and concrete result".

How the PR industry viewed the Olympics:

Kevin Craig, PLMR MD: "As well as being a PR and PA professional I was privileged to carry the Olympic Torch onto the steps of St Paul's Cathedral on the day before the Olympics started. Like I said on Sky News night, the Olympic Games have been amazing for London and the country. Unforgettable".

Alan Twigg, Light Brigade PR MD: "To see the British population and its media passionately back something that has no real taint of vacuous and superficial celebrity has been a revelation. There were times when our euphoria could've slipped into the world of The X Factor, but we managed to turn away from it!

"I've seen London smile, chat, relax and share – something I have not seen a great deal of in over a decade since I moved here from Scotland. British pride without the squeals, the macho aggression and obscenities of a football crowd – integrity and endeavour all over the place. I would love it if that was the true legacy!"

Amy Ross, Satellite MPR Account Manager: "The London 2012 Olympics was a stunning success and really showcased London as a great venue for the Games. The British athletes were stupendous – I was on the edge of my seat for many of the races, especially the cycling events and the athletics. Hopefully now more people will take up sport."

-ENDS-

Notes to editors

For media enquiries please call the PRCA communications team on 020 7233 6026

About the PRCA

Who we are: Founded in 1969, the PRCA is the professional body that represents UK PR consultancies, in-house communications teams, PR freelancers and individuals. The PRCA promotes all aspects of public relations and internal communications work, helping teams and individuals maximise the value they deliver to clients and organisations.

What we do: The Association exists to raise standards in PR and communications, providing members with industry data, facilitating the sharing of communications best practice and creating networking opportunities.

How we do it and make a difference: All PRCA members are bound by a professional charter and codes of conduct, and benefit from exceptional training. The Association also works for the greater benefit of the industry, sharing best practice and lobbying on the industry's behalf e.g. fighting the NLA's digital licence.

Who we represent: The PRCA represents many of the major consultancies in the UK, and currently has more than 250 agency members from around the world, including the majority of the top 100 UK consultancies. We also represent over 70 in-house communications teams from multinationals, UK charities and leading UK public sector organisations.