

Sarum PR Scoops PR of the Year for the Second Year Running in the DM 2012 Awards

Submitted by: Sarum PR
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Salisbury, UK – October 29th, 2012 – Thriving boutique IT PR agency, Sarum PR has been awarded PR of the Year at the 2012 Document Management awards held at the Russell Hotel in London last Thursday evening.

Sarum PR founder, Carina Birt, won the category for the second year running seeing off stiff competition from rival PR agencies and freelancers.

Now in its sixth year, the DM Awards event has fast established itself as one of the ‘must-attend’ dates on the calendar for the document and content management industry. The awards span a range of product and project categories, with winners selected via a combination of online voting and the opinions of an expert judging panel. As last year, voting was significantly boosted by social media channels including Twitter and LinkedIn which now play a significant role in promoting the event and individual categories, and in driving online voting.

Sarum was recognised for its integrated PR campaigns created and delivered on behalf of document management client, EASY Software. These campaigns include leveraging media and social media channels to generate buzz and coverage around EASY’s newest solutions, EASY Records for HR™, EASY Contract™ and EASY Invoice.

EASY Software was itself the recipient of two awards on the evening, Email Product of the year and Channel Company of the year. The evening saw two further Sarum PR clients scooping category awards - Actuate Xenos won Compliance Product of the Year and Kainos’s flagship Electronic Medical Record (EMR) solution, Evolve® won the CMS Product of the Year.

“It’s a real honour to win the PR of the Year category once again in a market that I have a real fondness for,” commented Carina. “I have worked with a wide range of document and content technology companies both as an employee and during my career as a PR. These technologies continue to make a real difference to businesses delivering very measurable ROI and therefore generate lots of coverage and exposure across traditional media and social media channels.”

About Sarum PR

Award-winning Sarum PR delivers strategic PR and communications services to UK, USA and European based clients and is run by Carina Birt who founded the company 19 years ago.

Sarum includes amongst its clients Kainos, EASY Software, Actuate, CSC Life Sciences, Voicesage, Kallik, Concept Integrated Systems and Sopra Group.

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