

AIIM Appoints Sarum PR to Handle Media Relations across UK and Europe

Submitted by: Sarum PR

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Salisbury, UK – April 24th , 2013 – Thriving boutique IT PR agency, Sarum PR has been selected by AIIM, the global community for information professionals, to manage its PR across the UK and Europe.

Sarum PR is headed by Carina Birt whose background is steeped in Document and Enterprise Content Management (ECM) technologies. Carina was an early founder of the Oracle document management team before setting up Sarum PR some 19 years ago. Carina was most recently crowned Document Management PR of Year, for the second year running, at the Document Management industry awards.

AIIM (Association for Information and Image Management) is a global, non-profit organisation that provides independent research, education and certification programmes to information professionals. AIIM represents the entire information management community, with programmes and content for practitioners, technology suppliers, integrators and consultants. Its mission is to ensure that information professionals understand the current and future challenges of managing information assets in an era of social, mobile, cloud and big data.

Sarum PR will focus on raising AIIM's profile with UK and European press, journalists and bloggers through a blend of subject matter expertise promotion, feature and by-line article contributions, social media campaigns and industry report and study coverage.

"While thousands of information professionals throughout Europe regularly avail themselves of our research and skills development programs, there are many thousands who are simply unaware of the availability of these resources," said Peggy Winton, AIIM's Chief Marketing Officer. "We have confidence that Sarum PR will use its extensive media network to help us share our wealth of knowledge".

"It's a real honour to be selected by AIIM to manage its press relations in the UK and Europe," 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. Information management 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."

Carina continues "AIIM has a rich heritage in this field and boasts some high profile, independent, subject matter experts who can contribute knowledgeably on information and content management and their relation to big data, social, mobile and cloud. The team and I are really looking forward to growing AIIM's brand awareness across our European media channels."

About AIIM

AIIM has been an advocate and supporter of information professionals for 70 years. The association's mission is to ensure that information professionals understand the current and future challenges of managing information assets in an era of social, mobile, cloud and big data. Founded in 1943, AIIM builds on a strong heritage of research and member service. Today, AIIM is a global, non-profit organisation

that provides independent research, education and certification programs to information professionals. AIIM represents the entire information management community, with programmes and content for practitioners, technology suppliers, integrators and consultants. More at www.aiim.org

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 Actuate, CSC Life Sciences, EASY Software, Kainos, Kallik, VoiceSage and Sopra Group.

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