

PR leaders concerned over Olympics travel disruption; but positive about Olympic PR success

Submitted by: Public Relations Consultants Association

Tuesday, 24 July 2012

London 24 July 2012 - Leading PR figures today expressed their concern at the travel disruption likely to be caused by the Olympics. In a PRCA PR Leaders' Panel, 60% of responding in-house and agency heads said that their biggest challenge during the Olympics would be travel disruption.

Alongside that finding, close on a third of PR Leaders believe that LOCOG's communications strategy has been 'poor' or 'very poor' –somewhat higher than the number who criticise TfL's communications (22%). Nonetheless, 58% of respondents believe the Olympics will be a PR success story for the UK, and less than a quarter (24%) believe business levels will suffer during the Games.

Francis Ingham, Chief Executive of the PRCA, said: "PR Leaders have delivered a balanced judgement on the Olympics so far. There is significant criticism of LOCOG, and even more so of TfL. And they recognise that they are going to have to wrestle with traffic issues.

"But they also see the bigger picture –that the Olympics will be a success story. It's a pity TfL and LOCOG couldn't have worked more effectively to remove those negative elements altogether, and make the Games even more of a success than most people expect them to be".

Kevin Craig, MD of PLMR, said: "In the weeks leading up to the Games, it was perhaps inevitable that the media would get cold feet, and feel the need to fill space by latching on to any bad news going. The real spirit of the Games will prevail when they start next week."

-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.