

	Katrine Lidster MKL Publicity Consultancy	Telephone	01829 730655
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PROFILE

Katrine Lidster specialises in providing a full publicity, PR and marketing service to her clients. She has worked independently since 1992 with a wide range of companies, namely those who do not have an 'in house' Publicity Department. The benefits for the customer are: quality work produced on time to an agreed deadline and budget, a first-class service and, more importantly, a total package at a price significantly lower than that of an agency with high overheads.

PERSONAL SPECIALS

Marketing & Sales: ADVANCED - Advertising, Copywriting/editing, Direct mail, Distribution/agents, Export & international marketing, Event organisation, Market research/analysis, PR/lobbying, Publicity, Sales promotions, Sales organisation/management, Sponsorship, Telesales/telemarketing Specialist design: ADVANCED - Business literature, Technical writing/literature

ADVISORY ROLE(S)

Consultant. Trainer and advisor to Young Enterprise Students in local schools in association with South and East Cheshire Young Enterprise Board. Also a Board member.

INDUSTRY EXPERIENCE

Extensive experience in publicity, PR and marketing, mainly in a managerial capacity, with a major international blue chip company, SMEs, health authorities, leisure centres and golf clubs.

ORGANISATION SIZE EXPERIENCE

From 6 employees upwards.

QUALIFICATIONS & TRAINING

Publicity/PR management 'on the job' training and various courses both inside and outside the company.

PROFESSIONAL MEMBERSHIPS

Soroptomist International
Manchester Publicity Association
Chamber of Commerce

LANGUAGE ABILITY

'School' French

OVERSEAS EXPERIENCE

Extensive experience of working worldwide, recruiting professionals to work under my direction and control. Countries include: Western and Eastern Europe, UAE, Africa, India, Hong Kong, Taiwan, Japan, Australia, the Americas and Canada.

CAREER SUMMARY

1. MKL Publicity Consultancy – Principal

Established in 1992

Production of technical and promotional publicity material including corporate image design, direct mail, photography and exhibitions for a wide range of clients.

2. ICI - Publicity Manager 1962 - 1992

Over 25 years. experience as a key member of the Publicity/PR Department. Responsible for handling large advertising campaigns - product, recruitment (working closely with Personnel Departments and Universities on CURV recruitment) and promotional. Head of a team in charge of budget planning with Marketing Departments and Product Groups.

Role included print-buying - £500,000 budget

Job demanded a wide knowledge of up-to-date print and design to buy at the most economical prices without any loss of quality.

Annual production of the company calendar - devising the theme, choosing the location, selecting the photographer, art direction on site, buying the design and print, managing the distribution to overseas companies and agents world-wide.

Key member of a team responsible for large Divisional Safety Campaigns.

Management of a network of .tried and tested. translators for technical and commercial work (all languages).

Production of 16mm and video films for sales and training.

Organisation of product launches, events and sponsorship of the arts and sport.

EXAMPLES OF WORK AND PROJECTS INCLUDE:

- Production of NHS Annual Reports which received awards in national competition for content, graphic element and print.
- Management & organisation of Publicity and PR for formal openings of major chemical plants including the invitation and attendance of VIPs and national figures.
- Leading member of a team to source and appoint a Literature Storage and Despatch company to replace one used over a number of years. Brief was to reduce costs and increase efficiency by design and implementation of computerised systems.
- Successfully negotiated approval from Venice Simplon Company to art direct photography for a calendar shoot on the Orient Express from Venice to London when numerous applications from other companies had been refused. Success of the calendar led to increase in sales for the company and an award for the design and production in the prestigious National Calendar Awards.
- Art direction of a series of photographs for a set of 4 brochures to be launched in the first quarter of 1999. Editing and writing copy for client. Briefing and working alongside design team. Selection of printer, specification of material.