

Templemere PR awarded industry accolade by PRCA

Templemere PR, travel specialist reputation management and communications consultancy, has been awarded the Consultancy Management Standard (CMS) by the world's largest PR professional body, Public Relations and Communications Association (PRCA). Described by the association as the hallmark of PR and communications excellence, the CMS assesses core areas of the way the business is run including campaign management, client satisfaction, business planning, financial management, people management and diversity.

"The CMS means Templemere has been benchmarked against best practice. It demonstrates that it is a well-run consultancy with high-calibre systems and processes in place and that we are invested in the development of our staff. This gives our clients the reassurance that they are buying a professional service from a communications company that is committed to excellence," says Clare Williams Fannin, Founder & CEO, Templemere PR.

"Congratulations to Templemere for achieving CMS. This agency provided solid evidence on their organizational structure and business plan. The client planning system with its nine stage 'plan of attack' demonstrated that a client management process was in place. It was also clear from the evidence provided that a lot of work has gone into what the organization wants to be and where it wants to go post COVID-19," adds Carol Magill, PRCA CMS Assessor.

With a portfolio of world-leading clients, Templemere PR specializes in the business of travel. On its list: SSP, food & beverage provider, which operates household names such as Starbucks, Upper Crust and M&S, TFWA, travel retail association, Airport Dimensions, lounge services provider, Grab, airport e-commerce platform and Priority Pass, loyalty program.

The PRCA represents more than 35,000 PR professionals in 70 countries across the globe. Enforcing professional standards in the UK and overseas, its mission is to create a more professional, ethical and prosperous PR industry.