

# CORPORATE CONVERSATION: 1994



Louise Close



Peter Haynes



**THERE'S AN** old adage that everything you do or say is public relations. Corporate Conversation should know. As one of South Australia's leading public relations and corporate communications firms, it has built a vibrant business by proudly promoting some of the state's greatest business success stories.

In doing so, the company has played its own role in helping exceptional local companies to achieve the widespread national media and public recognition they deserve. It's pretty invigorating stuff, says managing director Chris Doudle. The company gets to work with some of the state's most dynamic companies, watch the great things they do first-hand, and then showcase their stories to the rest of Australia. Doudle says that it's exciting to watch your clients' businesses grow, due partly to the services you provide.

Being proudly South Australian is at the core of what Corporate Conversation does – uses its skills to build brands for other great South Australian companies.

This firm is a high-energy company that specialises in helping other South Australian and national businesses communicate effectively with key target audiences.

The company, founded in 1994, is one of SA's best-known PR firms, servicing more than 60 clients, including fast-growth large and medium-sized businesses, family enterprises and companies listed on the Australian Stock Exchange. Doudle says the national and global success of so many great companies owes much to the effective promotion of their products and services.

Strong companies don't build high profiles overnight, he says. It generally involves a carefully planned



Chris Doudle

communication strategy with specific outcomes related to the needs of the business.

Corporate Conversation focuses heavily on strategic public relations activities that help build clients' businesses. The firm's consultants work closely with a client's management team to gauge a company's strategic business goals and design public relations programs to help achieve them.

In most cases, this means promoting a company by helping it achieve media coverage about its products and services. However, it can also mean assistance with network facilitation aimed at enabling a client company – or an individual within that company – to reach certain customers and other target audiences. Corporate Conversation's services include:

- Communication strategy design
- Media liaison and management
- Media training
- Marketing support
- Stakeholder mapping and relations
- Corporate reputation management

The company designs strategies to help companies effectively communicate with key audiences.

Each strategy is individually tailored to meet specific needs and objectives – whether helping companies expand into new markets, promoting awareness of a firm's products or services or raising corporate profile among key decision-makers. The company believes passionately in a strategic approach to communication. This means that every message delivered or initiative undertaken has a clear business purpose and an agreed

target audience and is aligned with other marketing initiatives to help meet overall business objectives.

Corporate Conversation's marketing support includes a suite of services such as the production of marketing collateral, website development, communication audits and award submissions. The company's strategic approach to communication results in targeted, cost-effective and results-driven communications programs.

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A prime example of its diverse activity is one of its major clients, Coopers Brewery – one of South Australia's iconic business success stories. Over recent years, the company has been involved in a broad range of public relations requirements for Coopers, from preparation of media releases about new products, capital works and other key company initiatives, through to preparation of newsletter text, speeches, annual reports, and even corporate video scripts.

It was also heavily involved in Coopers' successful defence against a hostile takeover offer by rival brewer Lion Nathan in 2005, providing advice on media relations and strategic stakeholder communications.

On behalf of its busy clients, the company adopts a proactive approach to identifying opportunities and issues to help solve their communication challenges –

the team at Corporate Conversation drives business, they are not passengers.

Successful communication for a business relies on an intimate knowledge of the company, industry, audience and communications channels. Corporate Conversation still works with its very first client because of the calibre of work it does and the fact that these people are considered friends – not just clients to be judged in dollar terms. ◀

**Company name** | Corporate Conversation

**Date founded** | 1994

**Sector** | Public relations

**First located** | Kent Town

**Now located** | Kent Town

**Number employees** | Nine

**Claim to fame** | An incredible culture – a great team, doing great work for great clients

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