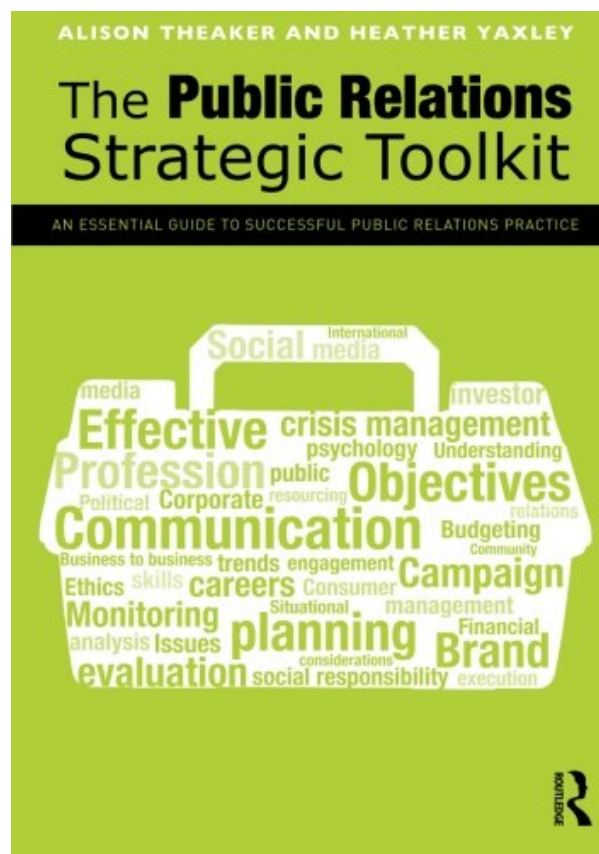


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About the Author

Alison Theaker has 30 years experience in public relations and taught public relations and integrated marketing communications in the UK and the USA . She is the author of bestselling textbooks *The Public Relations Handbook* (2012) and *Effective Media Relations* (2005). She is an elected Fellow of the CIPR and was its first Head of Education and Training. She has addressed conferences in the UK, USA and Australia about the future of the industry, developing teams and improving writing skills. She is now a PR coach for small businesses, running her own consultancy, *The Spark*, www.thesparkuk.com as well as being an accredited action learning facilitator.

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