

CIPR PRide Awards 2010

Region:	Thames & Chiltern
Category:	21: Outstanding Young Communicator
Name:	Lisa-Marie Nelson
Submitting Organisation:	NFU Mutual

Personal Profile

Lisa-Marie is a confident professional with exceptional communication and relationship-building skills. Combined with her honesty and ability to unearth a good story, she has built a reliable network of media contacts, securing regular coverage in national newspapers, consumer and trade press as well as TV and radio. In April 2010 Lisa-Marie made the top 40 shortlist for Headline Money's 2010 '**Investment PR of the Year**' Award, nominated for by members of the personal finance press.

Lisa-Marie is a member of the CIPR and NUJ. She completed the CIPR Advanced Certificate with three distinctions, winning the PR Academy Award for '**Best Performing Student**' in 2009. Her submissions are now being used by PR Academy as best practice papers. In 2009 Lisa-Marie also undertook the NUJ's two day feature writing course so she could better support the press with well written, great consumer-focused stories. She is now on track to complete her second year of the CIPR's CPD programme.

Career Highlights

- **106% increase in press coverage and 2% increase in online share of voice**
PR Manager for her last employer The Share Centre, Lisa-Marie achieved these increases in 2009 when compared to the same period in 2008.
- **Raised awareness of Platinum 120 'best of breed' funds range**
Over a five month period Lisa-Marie achieved 193 press clippings for The Share Centre and it was nominated 'Best Fund Provider 2009' by Shares magazine.
- **Wide-spread coverage of Lloyds Banking Group rights issue**
Lisa-Marie achieved coverage for The Share Centre in The Daily Mail, Financial Times, The Daily Telegraph, and on BBC1, BBC News 24 and the BBC online.
- **Implemented a digital media programme to profile fund experts**
Lisa-Marie organised a series of vodcasts and webchats. Content was hosted on the Independent online, This is Money, MSN, Tiscali, Orange and What Investment. Participating fund houses included Allianz RCM, Gartmore and Investec.
- **Arranged on ongoing broadcast commitment for the BBC**
Lisa-Marie worked alongside The Share Centre's retained agency for its CEO to appear fortnightly on BBC News 24's regular market guest slot. He was also called upon to appear on BBC Radio 4's Today programme and BBC Radio 5 Live's Wake up to Money show.

- **Recently hired by NFU Mutual the UK's largest rural insurer**
Lisa-Marie will lead, develop and inspire the media team to drive excellence, commercial focus and a high performing, results orientated culture.
- **Achieved significant uplift in financial press coverage for NFU Mutual**
Lisa-Marie has secured online coverage on FT Adviser, What Investment and Every Investor since she started in June 2010.

People management

Lisa-Marie is a strong and inspiring leader with experience managing busy and varied press offices and external agencies.

During her tenure at The Share Centre, Lisa-Marie managed to improve the working relationship between the company and its retained agency, resulting in an enjoyable working environment and creating a high performing PR team.

Lisa-Marie recently inherited an experienced team of three at NFU Mutual and understands the importance of giving them ownership of their activities and empowering them to make their own decisions. She has a genuine passion for financial PR and endeavours to cascade this attitude throughout NFU Mutual's team.

Agency reference – Pernille Sahl-Taylor, Broadcast Director at Lansons Communications

"It is invaluable for an agency to work with such a professional in-house PR person such as Lisa-Marie. She recognised the company could boost its profile further by widening its media remit to include well thought-out digital media and broadcast programmes.

"She always prepared and briefed the company's spokespeople, making our job a lot easier to get great results first time. It was a pleasure to work with Lisa-Marie on The Share Centre account, and I wish her the best of luck with her award submission, she deserves it."

Media relations

Testament to her relationship building skills, Jonathan Boyd editor of Trustnet.com and Simon Keane deputy editor of Shares magazine, accompanied The Share Centre to Headline Money's 2010 Awards ceremony.

At The Share Centre she developed a range of ongoing PR commitments for the press. Her 'Forward Look' featured weekly in the Eastern Daily Press, Business7 and occasionally The Evening Standard and News of The World. Her 'Fund in Focus' regularly featured in Investors Chronicle and on numerous online investment websites. She also set up a monthly fund spot on trustnet.com profiling a fund expert from The Share Centre and his views on different sectors.

Journalist reference – Joe McGrath, editor of What Investment Magazine

"Lisa-Marie consistently demonstrates an understanding of journalists' needs across all media channels whether print, online or broadcast media. Her work at The Share Centre improved the brand's reputation significantly and ensured the company became a first-stop for journalists looking for comment and research in her sector.

“Her issues and crisis management skills are second-to-none and she has dealt with a variety of sensitive stories with skill and a maturity far beyond her years in the industry. Since joining NFU Mutual, she has continued her proactive approach, developing new contacts and finding unusual areas to place stories which, while outside of the organisation’s traditional sphere are spot-on for her target market.

“While always looking out for the organisations for whom she works, she works ethically with journalists and is always listening. I believe the CIPR will struggle to find another young professional more worthy of this award.”

Aspirations for the future

Ambitious and driven, Lisa-Marie is keen to build on the success of NFU Mutual and to improve the awareness of its life offering among the financial media. She will support the Head of Communications with reputation and crisis management issues acting as a brand champion to uphold NFU Mutual’s good name.

Lisa-Marie’s mission is to lead the development and implementation of activities for the Group, helping to build a proactive media relations programme. She aspires to energise the team to submit an entry for the CIPR 2011 Awards. Lisa-Marie will also work closely with NFU Mutual’s investment team to help build their profile among the financial press.

Word Count: 1000