

# AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2020**



# PRCA Agency of the Year

## Agencies with 1 to 10 Employees



Cork-based PR agency, AM O'Sullivan PR Ltd. is named PRCA Agency of the Year 2020 at the annual Awards for Excellence in Public Relations. Ann-Marie O'Sullivan, Chief Executive with (L to R) Tina Quinn, Mark Harrington, Siobhán Howe and Susan O'Sullivan of AM O'Sullivan PR at the presentation of the PRCA Agency of the Year award. Photo by Seán Lordan.



### Public Relations Consultant

AM O'Sullivan PR

### Citation

The judges noted that all the nominated agencies are punching above their weight and are delivering impressive work for international and local clients.

However, the judges were unanimous in selecting AM O'Sullivan PR as the winning agency that stood out because of its national reach and local presence in successfully representing global brands.

### About AM O'Sullivan PR

AM O'Sullivan PR is an award-winning, Cork-based strategic communications consultancy. As the only non-Dublin based member of PRCA Ireland, the company is a world-class business supporting global brands from Cork.

The AM O'Sullivan PR team is passionate about providing a first-class service to its clients and developing trust with

its suppliers and the media. Professional and personal integrity and confidentiality are at the core of the business.

In 2019, AMOSPR's business objectives were to:

1. Stabilise and grow the business financials.
2. Position AMOSPR as the agency of choice.
3. Broaden the client base to reflect AMOSPR's scale, diversity and breadth of experience.

AM O'Sullivan PR is recognised as an agency of choice for strategic communications, issue and crisis management, particularly in the Munster region. Extensive work was done over the past 12 months to refresh the logo, business templates and website. The consultancy also joined IBEC and became a partner in IPREX, the global communications platform.

### **Specific highlights**

- *Cork Business Awards 2019*: AM O'Sullivan PR was named Cork Communications Company of the Year (fourth consecutive year), while Ann-Marie O'Sullivan was named Cork Businesswoman of the Year.
- *Cork Business Association Awards 2017*: AM O'Sullivan PR was named Cork Business Association Cork Business of the Year – Professional Services – 2017 in January 2018.

### **Commitment to education & training**

AM O'Sullivan PR supports development opportunities for employees, actively encouraging them to seek out relevant courses, workshops, industry events, or participating in webinars.

In the past year, members of the team have undertaken the following activities, supported by the company:

- PRII Certificate in Crisis and Issue Management.
- PRII Certificate in PR Account Management.
- Skillnet – GDPR-Practical Procedures & Documentation.
- IBEC – Performance Management Training and Interview Skills .
- Professional Diploma in Digital Marketing.
- Attended numerous conferences and industry events.



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