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Press release

Unhooked builds upon construction credentials with three new business wins

Manchester-based PR and marketing agency, Unhooked Communications, has strengthened its construction portfolio with three new clients – Inspire Summit, Built Environment Skills in Schools (BESS) and Pride Road Architects.

As the official marketing partner of Inspire Summit, Unhooked will work alongside event organisers to promote the conference, which aims to explore how to get more women into construction, engineering and housing. With sponsors including Wates, Galliford Try Partnerships and Redrow, the event will see hundreds of leading businesses, as well as students and apprentices, attend a day of presentations and panel discussions, including a presentation from Barbara Res, the manager of construction on Trump Tower.

Unhooked Communications is also overseeing and carrying out PR and marketing for BESS for a series of Construction Careers Weeks taking place in Manchester, Birmingham and London to inspire the next generation to consider a career in construction. As well as getting schools and students on board, Unhooked and BESS are looking for construction and engineering employers to work with across a range of educational and training activities.

Finally, Unhooked is working with Pride Road – an architect franchise founded by architect and RIBA National Council candidate Lisa Raynes. As part of the activity, Unhooked is helping Pride Road communicate the benefits of flexible-working and campaigning to decentralise activity away from London to make good architecture accessible to all.

Claire Gamble, managing director of Unhooked Communications, said: “Construction is a key area for us and we’re already working with the likes of Saint-Gobain UK & Ireland, Jack Badger Carpentry & Masonry, and the interiors retailer The Gifted Few. We’re excited to work on these three new briefs – especially as they come from businesses with strong values and objectives around diversifying, strengthening and future-proofing a sector we’re already so involved in.”

Joe Broun, event director and founder of Inspire Summit, said: “It’s great to have Unhooked Communications on board as our official marketing partner. Their experience and contacts will help us target the right people and get more schools and colleges involved with the event this year. We’re also looking forward to working with leading construction, property and engineering companies to have open discussion about very important issues that impact all of us working in the industry.”

Inspire Summit will take place on Tuesday 25 September at the Bridgewater Hall. Students and apprentices can sign up for free.

ENDS

Notes to editor

For more images, information or interviews, please contact Claire Gamble,
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