

When Sal and Anna met Russell

<http://sallymckeown.co.uk/wp-content/uploads/2019/02/Russell-Prue.m4a>



Why do people pay £4000 for a stand at Bett and then have no idea what they are going to do there?

'We'll tell people about our products, they say' but then you see them standing there looking a little anxious, clutching their expensive glossy brochures, willing people to stop and talk to them.

There has to be a better way and indeed there is as Anna Pedroza, owner of PR agency Anna Pedroza Communication, and I explained in our interview with Russell Prue. Click on the bar above the picture and have a listen,

Check out Anna's blog :
<https://pedrozacommunications.co.uk/blog/how-to-secure-pr-during-bett-2019/>