

Nomination: 18169

Amber Daines

Page: General Information
Name of Organization / Company Bespoke Co.
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Web Site Address https://amberdaines.com/ (https://amberdaines.com/)
Page: Entry Information
Entry Title Amber Daines
Category C01 - C12 Award for Innovation in Communications / PR > C12. Most Innovative Communications Professional of the Year
Submission Format An Essay of up to 625 Words
Essay <p>For over 16 years, Bespoke Co. has specialised in business-to-business communications, including crisis PR, media and presentation training services and reputation-building communications.</p> <p>Our agile and results-focused offering is industry agnostic, working with well-known clients such as Westpac, Deloitte, Qantas and Sephora. Leveraging my extensive experience, we ultimately build and enhance reputations, preserving leaders in a crisis, and amplifying everyday business storytelling.</p> <p>What makes our approach truly innovative is our holistic view of business communications management that creates long-term resilience. We create roadmaps out of turning points or PR crises, helping companies and their leaders align with their commitments, creating accountability and ensuring they don't overlook or replicate problems down the line.</p> <p>I also offer bespoke media training that helps spokespersons perform external communications with conviction. My team of qualified ex-journalists understand the art of a credible media interview. While many PR agencies take a formulaic approach to their strategies and media training, everything I offer is customised to clients' goals.</p> <p>Public relations demands agility. Since the first incarnation of the business in 2007, I've stayed one step ahead, including two innovative new product launches since July 2021:</p> <p>Podcast training: The last six years I've helmed a successful weekly podcast called the 'Politics of Everything', which covers topics ranging from greenwashing to mindfulness to AI. In that time, the podcast has had five million downloads and is now income-generating, which is surprisingly rare. I keep my podcast separate from my business so that it can remain an independent journalistic endeavour – I never interview clients on it.</p> <p>However, I packaged the skills I've learned and used it to run business podcast training workshops, which I have offered to new and existing clients for the past two years. I always advise clients that while earned media is important, producing your own content puts you in control of your long-term messaging as the custodian of your own communications, adding PR value to your brand.</p> <p>I'm thrilled to say the workshops have been a hugely popular offering, especially as businesses emerged from the COVID-19 pandemic eager for fresh ways to communicate regularly with their audience. I've worked with at least 50 clients on podcast training since July 2021, and embedded this within their communications strategy. In addition, our evergreen online course 'Idea to Podcast in 4 Weeks' has earned over \$150,000 in public sales since its launch on 30 January 2023.</p> <p>ESG tool: Due to launch in 2024, I'm developing 'ESG4PR', an innovative, world-first tool empowering smaller companies, including other agencies, to benchmark their communications performance across environmental, social, and corporate governance (ESG). This tool meets a critical need for SMEs of today – it allows companies to measure communications effectiveness internally and externally, in areas like staff diversity and inclusion achievements, sustainability efforts and volunteering. Vivaly, 'EGG4PR' gives them a clear way to compare annual performance between teams and external stakeholders like regulators and investors.</p> <p>I believe this tool innovatively solves a universal problem relevant across most industries. Boards and leaders are acutely aware that these are areas in which they need to better communicate how they are working effectively but don't know how to start to measure their success or assess progress against their competitors. 'ESG4PR' provides an objective measurement of performance in key ESG areas and allows us to clearly see how well, for example, Company A is doing in ESG communication compared to Company B. It shows the benchmarks that stakeholders expect, and that effective communication matters as much as the activities themselves.</p> <p>Essentially, my online tool helps smaller businesses stay ahead in PR reputation management – identify areas where they're behind and fix them before this escalates. This is all part of the future-focused approach to PR and communications that I practise every day.</p>

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

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Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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