



serene
COMMUNICATIONS



Autumn | 2006
Newsletter

Message from the Director...



As we welcome Autumn in the Cotswolds, we reflect on a very busy summer and look forward to continuing our services to our valued clients in the months ahead.

In this newsletter, we focus on our work in the area of gender development and gender forum. We also continue with the theme of our international work.

We hope you will enjoy this brief glimpse of Serene Communications' current engagements and the additional useful information.

Serene Communications

*'helping you communicate better...
a fresh approach'*

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Launch of Associates' Forum

At Serene Communications we believe in offering the best services and working with people who are the best in their field of speciality.

We have recently launched a new Consultants Forum to build on the existing work with our associates and to attract new experts in the area of gender development and consultancy.

The Forum offers consultants working in any area of gender the opportunity to meet and receive personal and professional development training. Serene is able to provide consultancy assignments to independent consultants whose experience and skills profile closely match our clients project needs.

If your background is in this area and would like to work with us as a gender consultant, contact us on 01453 756675 or email us for an informal discussion.



International Representation



***International
Coordination
for Gender
Justice in Iraq***

Serene has been commissioned by a USA based client to undertake the communications and advocacy work on gender justice in Iraq. As a result, an international organisation has been set up in London which is working to raise awareness and change attitudes so that the crimes against women are recognised and punished. Serene Communications organised a highly successful series of awareness raising meetings in the House of Commons, House of Lords and Amnesty International and continues to undertake a number of activities in this area including coordinating the amicus effort to the Iraq High Tribunal.

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Train, Facilitate and Implement...

Higher Education Training



Forum for the Future commissioned Serene Communications to provide a module as part of its on-going MA programme with Middlesex University. Forum for the Future is a non-governmental organisation that works in partnership with business, the public sector and others to build a sustainable future.

Public Sector Training



We recently provided communications training to the executive and senior management teams at the Learning and Skills Council. The training covered all aspects of understanding the media and included print, radio and television interview skills.



Business Link Gloucestershire commissioned Serene to undertake marketing and PR for the regional conference "Enterprising Women make a difference – Rural women at work". Serene provided publicity and training for other events occurring during the enterprise week this year and we have been commissioned to assist in further conferences in 2007 across the country.

Third Sector Training



Recently we successfully completed the facilitation of the strategy review day for the Board of BASED UK. We have been providing PR services and training in media skills to community organisations, most recently working with the Bath Interfaith organisation.



Ethical Outlook...



We continue to ensure that we pursue ethical business. Our designers - Greenhouse graphics - are winners of many awards such as Hampshire & Isle of Wight Sustainable Business of the Year and Carbon Trust Environment Award. Publicity materials that we produce use environmentally friendly paper and inks.

Useful Information...

- The Department for International Development has been undertaking a consultation on its future direction, in which Serene Communications has been involved. Relevant information can be found at:
www.dfid.gov.uk/wp2006/default.asp
- For more information on current DFID consultations, visit:
www.dfid.gov.uk/consultations
- Information about the British Council and their work in Iraq can be found at:
www.britishcouncil.org
- For more information on work for women in Iraq, visit the website for The Women's Alliance for a Democratic Iraq (WAFDI) at:
www.wafdi.org
- For more information on ethical business, please visit:
www.ebbf.org (see the business "Trafficked free zones")
- For more information on Greenhouse Graphics, please visit:
www.greenhousegraphics.co.uk



What we can do for you...

Attached to this edition of our newsletter, we have presented a summary of some of our further services in Consultancy and Development.

We would love to hear your feedback and would be happy to discuss with you our products and services aimed at helping you realise your business objectives.

Why Choose Serene Communications?

Our customer testimonials confirm our belief that our solutions are unique, because they are:

- Tailor-made
- Practical
- Provide skills that can be implemented immediately
- Timely delivered
- Provide results
- Transfer knowledge
- Build on the existing talents and skills of your people
- Draws upon many years of our experience in this field.

Contact Us

Tel: +44(0)1453 756675

Email: info@serenecomunications.com

Website: www.serenecomunications.com



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