

PRESS RELEASE

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SHILLING grows Dublin office with two new appointments

SHILLING Communication, the leading independent firm of pensions and benefits communication specialists, today announced two new appointments to its Dublin office.

Anthony Lane and Rachel Mallon both join the firm as Communication Consultants, responsible for developing strategic communication strategies and delivering member communications for clients within the Irish pension fund market.

Commenting Matt Frost, Director at SHILLING who has been responsible for setting up the Dublin office said; 'The Irish pension fund market is a rapidly growing and changing landscape. We already have a number of high profile clients and are seeing notable growth in this market as more and more organisations recognise the benefit of first class communications. Both Anthony and Rachel are significant appointments for us - not only do they bring considerable expertise to the team but it is demonstrative of the growth we predict in this market.'

Anthony Lane joins from An Garda Siochana (the Irish police) where he was responsible for communications within one of the force's special sectors. Rachel Mallon joins from 'pigsback.com' an online advertising agency. Both have considerable and varied communications expertise.

-ENDS-

Notes to Editors

Work at SHILLING Communication spans all areas of communication within the pensions and benefits industry with a particular focus on communication from employer to employee and pension scheme managers and trustees to pension scheme members.

SHILLING's services are structured as follows:

- **Consulting**
Our Communication Consultants work with clients to establish consistent communication channels with members and employees. Our consultants provide creative and strategic thinking, copywriting, proofreading and print and project management.
- **Design studio**
Our Graphic Designers have a mixture of skills and experience, from layout experts to creative art workers. Our design team is focused on ensuring that the key communication messages are supported by rationalised ideas. Concepts and brands are created to tie in with wording and strengthen its visual appeal.
- **Personalisation**
Statistics show that personalised communications can increase response rates ten-fold. Our consultants personalise and tailor communication to increase levels of understanding and appreciation amongst members.
- **Multimedia**
Our Multimedia team has designed and developed a number of innovative, flexible and technically sound modellers and websites for clients. Particularly noteworthy is our website content management system GCOM which allows the user to make changes and updates to the site without any specialist programming skills.

Please visit our website at www.shilling.co.uk to find out more about who we are and what we do.

Media Contact

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