

## Promoting our Company

In an attempt to improve and enhance the image of the Water Conservators, the Court, at its Christmas Meeting in December 2017 approved the appointment of Deputy Master, Keith Tozzi, as its first Public Relations Manager.

As a result of that, Keith prepared a PR Plan for the Company and regularly reports progress to the Masters Committee, the Finance Management & General Purposes Committee and the Court. Progress so far has included the publication of a winter edition of *The Conservator*, preparation of a list of key industry players who now regularly receive updates on our activities; leaflets include a "Who Are We" flyer and one promoting the hire of the Company's Magic Tap. Three press releases on Company activities were issued in early 2018 and more are planned for the remainder of the year.

All this work is designed to help our industry and followers gain a better understanding of the excellent work the Company undertakes as the only representative of the water, waste management and environmental sectors in the City of London.



*Some of the publications recently completed*

*Keith Tozzi, Deputy Master and Public Relations Manager  
April 2018*