

The Firehouse Communications partners with Change the Conversation

Following a strategic partnership with Australian based communications and creative agency, Change the Conversation (CTC), niche PR agency, The Firehouse Communications (FHC), will see it change its name to Change the Conversation.

CHANGE THE CONVERSATION

Sandy Greaves Campbell, MD of FHC says, "The partnership will enhance both agencies' growth plans ar global footprints. It will boost the staff complement to 26 members with expertise in digital, social media, advertising and PR."

As part of the partnership, the two entities will also form a new full service digital agency, based in South Africa. "Digital is playing a critical role in conversations today and fits perfectly with our public relations offering.

"The PR industry has seen many changes over the past few years and we would be wise to pay attention t the need for a strong, more strategic digital focus. We look forward to combining our expertise with Austrz to provide groundbreaking PR and digital solutions," concludes Campbell.

For more, go to www.changetc.co.za.