

PRESS RELEASE

THE NATIONAL BLOOD SERVICE APPOINTS HARKNESSKENNETT TO HELP IMPROVE INTERNAL COMMUNICATION

The National Blood Service has appointed change communication consultancy HarknessKennett to work with its Executive Directors in support of the organisation's efforts to enhance internal communications. Working with Vicki Davies, the National Blood Service's National Communications Manager, HarknessKennett will design and deliver highly participative training for senior directors aimed at enhancing their role in supporting internal communication across the organisation.

"With over 6,000 full and part-time staff based at a variety of locations around England and Wales internal communications is no easy task. But we are making a real effort to improve our communications with staff, however and one of the key areas for focus is how people receive information from their manager," said Davies. "We have recently undertaken a significant review of communications across the organisation which demonstrates the importance of the role that senior managers play and we want them to be aware of the positive contribution they can make in championing internal communications."

"We are delighted to be working with the National Blood Service," said James Harkness, partner at HarknessKennett. "This is an important project for Vicki and her team, continuing their efforts to ensure that communication is a key driver of the organisation during a period of significant change."

The appointment adds the National Blood Service to an impressive list of clients built up by HarknessKennett, including Vodafone Group, Amersham Biosciences, South West Trains, INVESCO CE, and the Office for National Statistics.

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For further information, please contact Jocelyn Senior on +44 (0) 20 7795 0198 or +44 (0) 7967 098567 or Lisa Betteridge on (0)77477 85380.

Notes to Editors:

About HarknessKennett

HarknessKennett is a consultancy working with organisations to support their people through the process of change. The team develops strategies and runs programmes to improve leadership, facilitate change and focus on customers through effective communications. HarknessKennett has a fundamentally different approach in the market, offering teams of only senior communications and change professionals, with both consultancy and in-house experience, and tailor-made solutions designed to help individuals embrace change and make a real impact on business performance.

Prior to establishing HarknessKennett, James Harkness was European Managing Director of the Change Communication practice at Burson-Marsteller. He was Managing Director and a founding member of Banner McBride, WPP's first start up business which grew into a £3 million business in three years. James's consultancy experience followed five years at the Body Shop International plc, where he was Head of Global Internal Communication.

Lisa Betteridge previously spent four years running her own business, Lisa Betteridge Associates, and prior to that was a founding member of internal communications consultancy, Banner McBride. Previously she spent four years with management consultancy ACG (now Aon Consulting). She joined ACG from Cable & Wireless where she led international internal communications.

HarknessKennett will again be sponsoring this year's PR Week Awards in the category of internal communications.