



Political Intelligence signs exclusive partnership with Hotwire

Partnership to strengthen agency's Comms services with 200-strong global PR team

London, Monday 22nd September, 2014 – [Political Intelligence](#), one of Europe's most respected independent public affairs consultancies, today announces an exclusive partnership with Hotwire, the global integrated PR and communications consultancy. The partnership will provide Political Intelligence with a global team of technology PR professionals with deep industry-specific knowledge and expertise to offer their clients.

From traditional PR services to design and build, insights and analysis, digital, content marketing and branding, Hotwire's capabilities will help to broaden the Political Intelligence portfolio. Hotwire will also leverage Political Intelligence's public sector heritage and expertise to provide its own public affairs offering to clients as part of an integrated PR and communications approach.

To mark this partnership, Political Intelligence and Hotwire are sponsoring [TechCentral](#), the only dedicated technology space at all three main party political conferences this year. TechCentral will bring together industry experts, delegates and political figures at all three conferences, serving as the hub for technology thinking and policy debate in the last conferences before the general election.

Nicholas Lansman, Group Managing Director, Political Intelligence, said, "I am delighted to be working together with Hotwire in this truly integrated approach, where we will be able to offer a level of strategic advice and tactical expertise that will ensure our clients meet, not only the challenges that policy and regulation can bring, but also those relating to the wider communications landscape. I believe this partnership will be a really positive step forward with fresh ideas and new initiatives that can help our respective clients. I am delighted that we are also supporting TechCentral, which recognises the importance of the sector to wider public policy and future economic growth."

Alex Maclaverty, Group MD, UK, Hotwire said, "Partnering with Political Intelligence gives us a real springboard into the public affairs space. This year, technology is finally higher on all parties' agendas. So whether you are into politics or not, it's important to keep up-to-date with what will be discussed. As sponsors of TechCentral we will be right there, looking at the key announcements which matter most to the tech sector and using this insight to advise our clients on how it will affect them and what action to take."

For those too busy to attend the party conferences or simply without a head for politics Political Intelligence and Hotwire are hosting a summary breakfast briefing on Wednesday 15th October.

To RSVP, email Juliette.keyte@hotwirepr.com and to follow our daily conference updates visit the Political Intelligence [latest news](#) section or the Hotwire [blog](#).

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About Political Intelligence

[Political Intelligence](#) is an independent Public Affairs consultancy, with a presence in the key European markets. We help steer our clients across the political landscape so they are fully engaged with the relevant issues and stakeholders that can affect their organisations. Our professional and dedicated team of consultants have extensive knowledge and political understanding of both the national and international institutions in which we operate as well as a strategic understanding of how best to achieve necessary outcomes for our clients. We provide a full range of [public affairs services](#) that help our clients participate in the policy making process and communicate their key messages effectively. Through our partners, we also offer wider communications services to ensure campaigns are integrated and impactful. We have been advising a range of different organisations including multi-national corporations, small and medium size enterprises, charities, coalitions and trade associations in various sectors since 1995.

About Hotwire

[Hotwire](#) is a global PR and communications agency dedicated to helping ambitious companies change their game, build their reputation, and stand out from the crowd. Our communications experts work in sector practice teams to provide our clients with in-depth knowledge and experience of a number of market categories. From Sydney to San Francisco, we're a team, with a 'one office' mentality. Our international team works across our 22 locations, including the UK, US, France, Germany, Spain, Italy, Australia and New Zealand, together with affiliate partners. We bring the best of our knowledge, skills and experience to all of our clients wherever they are in the world.
www.hotwirepr.co.uk

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