

## **DWP – Putting the UK Consulting Industry on the Map**

### Management Consultancies Association (MCA)

#### **Background:**

The Management Consultancies Association (MCA) is the representative body for management consultancy firms in the UK. Its 55 member companies comprise around 70 per cent of the UK consulting industry, estimated to be worth £8billion in 2009. The MCA has worked with DWP since 2002. After just two years of the PR campaign independent research found that the brand awareness of the MCA had risen 30 per cent.

#### **Achievements:**

- ◆ In each of the last five years, DWP's PR campaign has delivered more than £2million worth of media coverage to the MCA and its member firms.
- ◆ In 2010, over 120 national pieces of media coverage were achieved, with 37 hits in the Financial Times. This was a 25 per cent increase on the previous year.
- ◆ During 2008/9, the CEO of the MCA was interviewed on more high profile TV and radio stations than ever before. Interviews included BBC News, BBC News 24, BBC 2 Working Lunch, Sky News, BBC Radio 5 Live, BBC Radio 4, CNBC and Bloomberg.

#### **Benefit of the media relations campaign to MCA members:**

Steve Watmough, CEO, Xantus Consulting, an MCA member commented:

*"We joined the MCA for a number of reasons; not least the fact that we wished to raise Xantus' profile through our membership. Over the past twelve months we have been able to significantly increase our awareness with key national media; the MCA membership has opened the door to new relationships and opportunities, resulting in some fantastic coverage."*

#### **Client View:**

Hilary Downes, PR and Policy Manager, MCA commented:

*"We constantly challenge ourselves to raise awareness of the MCA, its members, and the benefits of using management consultants. In the last year total press hits have leaped by a quarter. These results could not have been achieved without the advice and support of DWP and I would have no hesitation in recommending their services to another organisation."*

