

NAPIER UNIVERSITY

Beattie Communications has delivered a first class PR service for Napier University over the past five years.

The Agency was appointed to position Napier as the 'best modern university in Scotland'; and to raise the profile of the Principal, Professor Joan Stringer, and the many positive changes and initiatives that she has brought to the University. The 2009 Guardian University League Tables ranked Napier as the 'best modern University in Scotland' and fifth-best modern University in the UK – achieving one of our main objectives.

Beattie Communications handles the day-to-day media relations across all subject areas on behalf of the University as well as the creation and implementation of PR strategies across key focus areas.

The Agency has successfully launched the Leadership in Compassionate Care programme and the Estates Strategy which is set to transform and modernise the University's campuses. Most recently the Agency launched Scotland's first Biofuel Research Centre. Other initiatives that the Agency is constantly striving to highlight and keep in the public eye are: Confident Futures; The Centre for Women in Science, Engineering and Technology; the work of Screen Academy Scotland – a collaboration between Edinburgh College of Art and Napier University; Napier University Business School (NUBS); and highlighting the excellent work that the Transport Research Institute (TRi) and Employment Research Institute (ERi) undertake.

One of the major successes of our media relations campaign is the web-based expert directory which is an invaluable resource for journalists.