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**We promote
Austrian
organisations
and businesses
in the UK and
Ireland**



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Shepherd PR Austria provides a time proven and trusted route for Austrian businesses and organisations to communicate with important UK and Irish audiences.

We've achieved consistent results for our Austrian clients, who rely on us to deliver carefully targeted media coverage, digital marketing and social media content to best represent them.

We offer specialist services and expertise specifically in tourism, the built environment and sustainability.

Our work in focus



For nine years, Shepherd PR has helped to promote the unique sustainability attributes of Vienna to an important student market.

We've promoted OeAD's Green Business Solutions and Alternative Economics summer schools, which take place annually in the city, since 2014.

In that time, we've secured hundreds of articles of carefully targeted coverage and created a compelling digital marketing programme that has seen many thousands of people view videos and social media posts prepared by the Shepherd PR team.

We've also developed a growing relationship between OeAD and UK and Irish universities.

The Shepherd PR team has also handled press visits for OeAD as part of its exhibition with Advantage Austria at Futurebuild each year since the start of our work together.

"Shepherd PR has opened a lot of doors for us, got us in touch with British stakeholders from the worlds of architecture and the building industry, and helped us establish a public profile with British social media and magazines." - Barbara Mayr, BSc., MSc, Programme Manager, OeAD student housing, Vienna

INNS' BRUCK

In 2017, we were appointed by Innsbruck Tourismus as their UK and Ireland agency for the stunning city and surrounding villages and valleys of the Capital of the Alps.

We deliver a range of activities, predominantly focused on gaining press coverage to promote the destination.

This includes regular press trips, researching and writing articles with the Innsbruck Tourismus team, and helping at UK and Irish events and exhibitions.

"The entire press trip ran smoothly and I felt like I got a comprehensive idea of what Innsbruck was like as a place - from the view at the top of the mountain, right down to the Swarovski Crystal Worlds" - Sian Elvin, Journalist





Our links to Austria

As well as an office in the Peak District National Park on the border of Staffordshire and Derbyshire, we have a base in Mutters, near Innsbruck.

We are members of the WKO and in regular contact with both Advantage Austria in London and the British Embassy in Vienna.

Shepherd PR is proud to be a Midlands Engine Export Champion and in 2019 our founder, Jane Shepherd, was awarded an MBE for services to international trade for our work in Austria.



For more information, please email
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