

OWN THE STORY WITH COLiN



**THE MEDIA HANDLING
TOOL OF CHOICE**



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A WORD FROM THE PRODUCT MANAGER

COLIN has grown from a seed planted in 2004 within the UK Home Office into the Press Office tool of choice for the majority of UK Government departments and now fast paced global businesses. I was personally involved from the outset and learnt about the things that really mattered to busy press officers. Although times and

technology have changed radically since then, the same ethos of a simple user experience, bulletproof reliability and strong core features are as relevant today as they were back then. Our users regularly say they “love” COLIN and it’s a delight to be the Product Manager of this highly valued and continually evolving product.

COLIN was born out of the need to prevent miscommunication and track statements given to the press.



Andrew Tomlins
Product manager COLIN



ABOUT COLIN

COLIN is a reliable and easy to use media handling tool that enables busy press teams to fully trace all incoming and outgoing communications both to media outlets and the public. This software was conceived and developed for the demanding Press Office environments of major UK Government departments and global enterprises.

This proven Press Office solution is designed to support and empower large media teams under extreme pressure. COLIN enables easy communication and supports a unified corporate message or “lines to take” across the whole media team, ensuring a consistent and appropriate message in planned media campaigns or rapid reaction scenarios.



COLIN has changed the way PRESS OFFICES function, making a whole range of processes far more efficient and enabling communications to be issued with greater speed and accuracy.





COLIN helps your Press Office team manage the often overwhelming influx of media enquiries and prevents disjoints in communication.



With a 99.9% uptime guarantee and a UK based support desk, COLIN can be fully relied upon during any crisis or event. As it is built for performance, Press Offices can quickly capture and review media enquiries, as well as manage their content with an easy to use dashboard. COLIN is designed to maximise collaboration and

streamline the Press Office – the whole team can access the application on any device to distribute consistent and appropriate media or brand messages. The risk of “offmessage” comments is reduced, and wider stakeholder visibility of your news agenda or corporate message is increased.



“ It takes many good deeds to build a good reputation, and only one bad one to lose it. ”

- Benjamin Franklin



WHY CHOOSE COLIN?



EASY TO USE

Your users can dive straight into this intuitive system and get working straight away, without the need for training.



ENTERPRISE READY

Avoid reputational damage by enhancing internal and external communications across different departments or geographical locations.



NEW DESK

Respond to media requests about rapidly evolving stories in a consistent manner and in line with your organisational message.



STAKEHOLDER AWARENESS

Use built in tools to create easy to digest briefs for your key stakeholders.



PR PLANNER & CALENDAR

Easily manage resource requirements and evaluate effectiveness.



INTERVIEW BID HANDLING

Compile contact sheets of interview bids for key stakeholders.



SAFE & SECURE

Your data is safe and secure because it will be located in your own sealed database and protected by encryption.



PROACTIVE FORECASTING

Proactive media handling and team awareness.

KEY FEATURES



Regulatory Compliance



COLIN is GDPR compliant and WCAG 2.0 accessible. Your data sovereignty can be adhered to worldwide.

Press Office Teams



Enable and empower specialist teams and self-manage key content areas within your press office.

Journalist Contact Database



Regular media contacts referenced in call logs and easily tracked in past communications.

Powerful Search



Find current and historical information quickly across your whole team with our advanced search tool.

Task Management



Maintain lists of outstanding items and reassign to colleagues

Evaluation



Easily manage resource requirements and evaluate effectiveness.

Organisational Knowledgebase



Keep track of your organisation's conversation with the media and easily find relevant information 24/7 or long after colleagues have left the team.

Flexible & Adaptive




Multitasking is key to consistent communication. Users can easily research, partially enter data and view dashboards simultaneously, eliminating page loads.





GOVERNMENT & PRIVATE SECTOR

COLIN is perfect for government or private sector organisations with teams of 5+ people, who need to manage media enquiries. Whether your team is centralised or dispersed across multiple locations, COLIN unifies your team and simplifies communication between team members. The application is highly adaptive to your requirements, simple to use and addresses any data sovereignty, security clearance or data compliance concerns.



COLIN meets user needs by adaptability to change and allowing remote working across a variety of devices. This has also led to improved reliability, availability and accessibility to the service.

HAVE A QUESTION? WE HAVE ANSWERS!

Some of our biggest customers have been generous enough to share their views in this brochure, however it is difficult to express the full added value of COLIN in words.

Get in touch with us today if you are ready to book a demo session or to initiate a free trial. Our experts are here to answer all your questions.

CONTACT DETAILS



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