**PR & Marketing Update – January - March 2017 *(for FPS Quarterly Meeting)***

**Press Releases / Features / Columns
 -** Immigration Skills Levy
- Rising cost of skills shortage
- Asbestos issues on-site
- CECA “Stop. Make Change Campaign”
- New Associate members

**Coverage achieved in the following publications**- GeoDrilling International
- Rail Professional
- GeoEnvironmental Matters
- Scottish Construction Now
- Construction Index
- Ground Engineering
- Ground Engineering International

**Social Media Activity**- On-going Twitter activity
- Established FPS LinkedIn Profile

***NB***For both media outlets the number of followers has increased together with a rising number of re-posts/tweets and comments. Key stats:

- Twitter: 2,197 Tweets • 2,197 followers

- LinkedIn: 43 updates • 119 followers

**Misc.**Established links / FOC Sponsorship of numerous related events and conferences including:

- I&M Conference.

**Highlight:**As a result of on-going media communications and lobbying via both feature articles and press release, regarding the on-going issues of skills shortages within the construction sector, the FPS secured invitation to attend the APPGEBE Parliamentary Enquiry into Skills Shortages. Through the evidence submitted the FPS was able to put across the issues as they directly affect the specialist contractor sector and propose a number action points it feels could help address the issue.