

EuroFusion - PR all over Europe



Hey there,

Ah, Brexit, the break-up we didn't see coming... or did we? This month in EuroFusion, let's jump into the Brexit-induced ripples affecting PR tactics on both sides of the Channel.

And today I also want to make you a small gift. [Download here for free](#) your "Public Relations Trends 2024" Whitepaper!

Brexit and PR - Riding the Waves in a Post-EU Britain

Brace yourself for a roller coaster ride through the strategies that companies are employing to make sense of the new norms post-Brexit.



Data Tango

With data protection regulations now diverging, how are companies navigating the compliance labyrinth? A spotlight on [GDPR and UK's data governance](#).

Supply Chain Stories

Brands are using narrative magic to explain Brexit-induced supply chain hiccups. "Why is my favorite beer delayed? Ah, it's caught in a customs fairytale!"





Regional Flair

PR campaigns that embrace the unique identities of regions in the UK and EU are striking a chord. Less 'generic European', more 'specifically Cornish or Bavarian'. 🇬🇧 🇪🇺

In Conclusion

Brexit has thrown a curveball at PR professionals, but it's not a game-ender. It's simply a new inning, with new rules. Batter up! ⚾

EuroFusion Toolkit Links:

Asana (<https://asana.com/>): Organize your PR projects with the precision of a Swiss watchmaker using Asana's task management and collaboration features.

Slack (<https://slack.com/>): Keep your communication as seamless as Italian fashion with Slack's streamlined messaging and team coordination platform.

Canva (<https://www.canva.com/>): Design your PR materials with the creativity of a Dutch artist using Canva's intuitive design tools and vast template library.

Thank you for joining us on this EuroFusion PR journey! Stay tuned for more Euro-centric thrills in the upcoming months. Your passport to global PR expertise is just beginning to fill with stamps. 🌍✈️

Let's continue to redefine the boundaries of PR together,

Your Mika Mondo PR-Travel Team!

P.S. Is there a European country you're dying to hear about? Hit reply and let us know. Your wish might just be our next destination! 🌟

Wanna talk? Just book here

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