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elephant film day for small businesses

On Friday 20 February elephant communications will be running a free film day for small businesses.

With film becoming an ever-popular form of communication on and offline, the day will give small business owners the chance to have a free two-minute film short made to support their websites and online communications activity. The elephant team will also share best practice tips to attendees on how they can use film to enhance their social media presence.

The day is the latest in elephant's on-going series of free advice days for small business start ups, which forms a key component of its community investment programme. With elephant's national market research revealing that most small business start ups make little use of using PR and earned coverage to promote their ventures, the elephant free advice days aim to help those setting up a business to promote their ventures by making the most of low or no cost marketing and PR activity.

Since launch in 2012, elephant communications has run a four prong community investment programme, which also includes pledging five per cent of profits to good causes, running creative projects with schools and giving talks to universities.

Guy Bellamy, Founder at elephant communications commented: "Over the last year or so we have helped more than 50 small businesses with our free advice days and it's good to give something back. Small businesses are the backbone of the economy and many don't feel confident using non paid for media activity to really promote their businesses. We have tackled different areas of communications during our various free advice days and it seemed high time we now turned attention to film. Those that attend our next day will get the chance to have a film short made to promote their business and

we're looking forward to what promises to be another fun and rewarding day.”

To find out more about elephant's small business film day, or to book a place, contact the elephant team through their website

www.elephantcommunications.co.uk

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[elephant communications](http://www.elephantcommunications.co.uk) is a new name in corporate and consumer PR. Responding to the demands of the market we offer clients solutions to many of the specific and critical challenges they face. Researched, strategically geared and creatively thought through, we offer clients heavyweight thinking with a big footprint.

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