

# News Release

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## Isle of Man Government appoints Lansons Communications

THE Isle of Man Government has appointed Lansons Communications to help raise awareness of the Island and enhance its reputation throughout the world, primarily in relation to issues relevant to the Island's economic development.

The three year public relations contract encompasses work for the Island's Chief Secretary's Office, Treasury's Isle of Man Finance and eBusiness Division and the Department of Trade and Industry. Overall administration of the contract is centralised with the Communications Unit of the Chief Secretary's Office.

The appointment follows an international tender process which began in April this year and examined submissions from nearly 30 agencies. The award of this contract is the first time one agency has been appointed to work with all four partner organisations, to enable greater integration of the Island's communications programmes.

Chief Minister Tony Brown MHK commented: 'With this appointment the Isle of Man Government is taking a more coordinated approach to promoting the Island – a move that is very much in line with the Freedom to Flourish strategy and with Government's Strategic Plan. The need for such an approach has been clearly recognised both within Government and the private sector.'

Mr Brown added: 'It is vital in the current political and economic environment that we are effective in raising awareness of our strengths, attracting investment and enhancing our

reputation. By joining together our partners in a centralised contract we can achieve a co-ordination of activities and messages to key audiences.'

Lansons' Chief Executive, Tony Langham, will lead the agency's 16 person team in London which will be supported by agencies in the Public Relations Organisations International (PROI ) global network.

He said, 'We are delighted to have been awarded this contract. The Isle of Man has an outstanding record of twenty four years of continuous economic growth as a result of successfully developing and diversifying its economy. We will work hard to build on this success and enhance the Isle of Man's reputation as an International Finance and Business Centre in the UK and internationally.'

He added 'After four years of previously having worked with the Government's E-Business Division we believe that we have developed an affinity with the Island and its objectives.'

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## **Notes to Editors**

### **About the Isle of Man**

The Isle of Man (population 80,000) is in the middle of the Irish Sea at the centre of the British Isles. It is a self-governing British Crown Dependency with its own parliament, government and laws.

The Isle of Man has become one of the fastest growing economies in Europe in recent years, led by its international financial services sector. Business is attracted by the Island's competitive tax regime, professional expertise, supportive government, world-class telecoms infrastructure and sound financial regulation.

Recent growth areas of the Isle of Man economy include e-commerce, the film industry, international shipping and aviation, and space and satellite business, while traditional sectors like tourism (and the famous TT motorcycle races), manufacturing and agriculture are still important.

It is the policy of the Government of the Isle of Man to be both economically competitive and internationally responsible in supporting the interests of its people.

To discover more about the Isle of Man download the attached 'key facts' guide or visit the Government website at [www.gov.im](http://www.gov.im) .

 [Key facts guide to the Isle of Man](#) (2205 kb)

### **Lansons Communications**

Lansons is one of the UK's leading public relations and public affairs consultancies, and is also a member of Public Relations Organisations International ( PROI ), the world's leading network of independent public relations consultancies. Formed in 1989 Lansons has around 115 members of staff and is currently the UK's PR Agency of the Year ( Public Relations Consultants Association 2007 ).