



Entrant company name: **Tuesday Media**

Category: **Independent PR Practitioner of the Year**

I am the sole practitioner behind Tuesday Media, a storytelling consultancy working with visionary changemakers, tech innovators and placemaking pioneers. My work combines narrative strategy, media relations and commercial insight, helping organisations articulate their story and influence key audiences.

In early 2025, after a phased return from maternity leave, I made a conscious decision to rebuild my business with greater commercial discipline, clearer positioning and stronger retained relationships. Between January 2025 and February 2026, Tuesday Media generated £72,061.41 in revenue, an 86% increase year-on-year, during a particularly challenging year for the market.

During this period I prioritised maintaining my professional edge, completing an 'AI for PR Professionals' course to keep my practice and clients ahead of emerging technology.

Alongside client work, I contributed actively to the profession. Since 2024 I have served as PRCA North West Regional Manager, representing and championing the industry across the region. During the award period I organised and facilitated six industry events, including a "Meet the Media" session at BBC Salford featuring senior editors from City AM and National World. I also joined CIPR and Women in PR and am working towards CPD accreditation.

In August I was selected for the Women in PR Mentoring Programme, run in partnership with PR Week and sponsored by Ketchum. This highly competitive programme supports the next generation of female leaders in communications. Only 22 places were awarded nationwide following a competitive selection process.

I also paid forward my experience by mentoring an aspiring PR professional from India seeking entry into the UK industry. As a direct result of guidance, portfolio feedback and strategic introductions, my mentee secured a contracting role and the offer of a full-time position at a top Manchester agency.

Returning from maternity leave presented challenges. Revenue momentum had slowed significantly during my pregnancy and there was no pipeline. At the start of the 2025 financial year I set clear commercial objectives for Tuesday Media:

- Achieve £40,000 revenue between April and September 2025
- Increase recurring income through retained relationships
- Reduce reliance on short-term projects
- Introduce structured cashflow and sales forecasting
- Develop pipeline across health, innovation and technology sectors

Tuesday Media was founded to create opportunities for talented women pushed out of PR by inflexible working structures. After seeing many colleagues leave agencies for this reason, and facing the same reality after maternity leave, I redesigned the business around those values.

I committed to protecting one day each week with my son, intentionally operating the business on a four-day working week. This required sharper prioritisation and greater commercial discipline. I refined the agency's positioning, prioritised retained advisory work for stability and introduced sales and cashflow forecasting. I also ran a targeted account-based marketing and sales campaign, working with a fractional sales director on strategy but executing it myself across four identified ICPs.

The result was a more focused consultancy. By September 2025 I had generated £37,500 (94% of target) and secured stable recurring revenue including:

- The Hennessy Cosmetic Clinic (£20,280) representing 28% of annual revenue.
- HN Communications (£6,873.63) securing a retainer delivering senior counsel and media relations including work for the Global Renewables Alliance, Asahi Beer, stories linked to the World Economic Forum, and ghostwriting for a former government minister.
- PR Agency One (£5,400) a recurring engagement for the agency, helping them to PR and market themselves

I also won several project briefs:

- Motor & Allied Trades Benevolent Fund (Ben) (£7,500) - a reactive crisis campaign promoting Ben's wellbeing services during the Jaguar Land Rover cyber attack. Results included 27 pieces of media coverage, including BBC Radio and GB News, reaching an audience of 71 million.
- Capital Enterprise (£5,000) narrative development and media relations for Manchester's AI and Deep Tech Accelerator, helping position the city as an emerging global innovation hub and securing international coverage.
- AnniQ (Chicago-based technology firm) Building profile for Virginia Holden, the company's UK-based CMO and creator of Bag for Life. I spotted an opportunity and secured coverage before our contract had begun, surpassing KPIs in month one. Coverage achieved in the Sunday Times.
- Royal Academy of Engineering - launching Sheffield and Liverpool Enterprise hubs

Through targeted account-based outreach and relationship building, I have now established a strong pipeline across priority sectors including health, innovation and technology, including Knowledge Quarter Liverpool.

One of the projects I am most proud of during this period was repositioning and profiling Dr Stephen Hennessy, one of the UK's longest practising medical aesthetics doctors. His wife, Kerry, approached me after seeing the storytelling work I had delivered for another Merseyside aesthetics practitioner, Dr Yusra, and asked for my support shaping Dr Hennessy's public narrative.

Despite 25+ years of clinical experience, Dr Hennessy had never invested in PR and his public profile did not reflect the depth of his expertise. My brief was to develop a compelling story positioning the clinic as a trusted authority in natural, medically-led aesthetics for the over-forties.

My strategic insight was that the strongest differentiator in a crowded aesthetics market was the partnership between Dr Hennessy and Kerry, combining clinical precision with lived experience, what I termed "the art and heart of aesthetics."

Using my proprietary Storybuilding Workshop, I developed a narrative and messaging framework before pitching feature-led stories to national lifestyle journalists, positioning the pair as credible voices in conversations around ageing and confidence.

Within six months of the retainer I secured two features in the Daily Mail's Femail section, including a front-page spread telling Kerry and Dr Hennessy's story.

The coverage translated into measurable commercial and reputational outcomes:

- 10% increase in Instagram followers (a key sales channel)
- 21% increase in patient enquiries
- 18% increase in Sculptra bookings
- 23% increase in polynucleotide bookings

By identifying the human story behind the clinic and connecting it to wider conversations about ageing and confidence, the campaign transformed a highly experienced practitioner into a nationally visible voice in his field.

This year also marked a personal milestone. Without formal PR training, securing two features, including a front-page spread in Daily Mail Femail, helped me finally overcome the imposter syndrome I had carried into the profession. It reinforced that great PR is built on judgement, creativity and relationships, qualities independent practitioners bring in abundance.

In a challenging economic year, I rebuilt Tuesday Media into a resilient, values-led consultancy delivering measurable growth, national media impact for clients and meaningful contribution to the profession.