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MINUTE
INTERVIEW



Nita Shah

Nita Shah, the founder of Shahrp, is an Economics & Management graduate. She has also done a postgraduate course in Journalism & PR. Before launching her own PR company in 2004, she worked for financial/corporate PR agencies and worked on IPOs (flotations), M&A transactions as Corporate Affairs & Media Manager.

You have recently been selected for an industry accolade. What is that all about?

PRWeek is a key trade publication for the PR industry. It has just published its first '29 under 29' list which recognises outstanding achievement and details the top UK PR professionals under the age of 29. I am thrilled at being selected for this and an additional accomplishment for me was being the only Asian to have earned a place on the list.

How did you get into the PR industry?

After an Economics & Management degree, I studied a postgraduate course in Journalism & PR. I also made the most of my holidays to gain relevant work experience in PR agencies and in-house departments. Upon completing my studies, I joined a financial/corporate PR agency and worked on IPOs (flotations), M&A transactions and ongoing corporate PR work for clients. I then worked in-house as Corporate Affairs & Media Manager at a large fund management company, looking after 'internal clients' - different parts of the business. I launched Shahrp, my PR consultancy in January 2004.

What made you launch Shahrp?

My achievements in my job at a fund management company were recognised by global department heads. I knew I was doing good things but felt I wanted to do it for myself, hence setting up Shahrp. I love my work and am challenged by the variation and meeting client needs. Since founding the company, I have worked with a range of clients of different sizes, from various sectors, such as financial services, recruitment, property, ethnic enterprises and online ventures.

Shahrp is an unusual name. Where did it come from?

I made up the word, which derives from my surname, Shah. I wanted a company name that was one word and personal to me. Also, Shahrp (pronounced sharp) fits well with what the company aims to do - public relations giving you the edge.

What is your objective?

For Shahrp, it is to provide an honest service delivering excellence. For me personally, just to be happy!

What is a typical day?

There is no typical day. Each is different - my time is split between servicing existing clients (providing communications advice, PR strategy, implementing activity, reviewing and feedback, journalist liaison, thinking laterally to find new opportunities) whilst also sourcing and securing new business.

Where do your strengths lie?

One of my strengths is being proactive and making things happen as I am keen to see results for clients. I am also accustomed to working with companies and organisations which want to communicate with ethnic minority audiences. I am passionate about what I do. That, combined with a desire to achieve results is a good combination and often why clients come back to Shahrp for repeat projects/ongoing work.

Which achievement are you particularly proud of?

It's hard to say just one! I work hard for each and every client and ensure there is something to be proud with every single project. I secured an opportunity via the DTI for a Chartered Tax firm to make its literature available at a Chatham House conference. This was perfect exposure for the firm amongst their target audience. Seeing the Asian Wedding Exhibition 2006 on ITV's London Tonight was exciting, as was a BBC London radio interview for the founder.

I secured coverage in Metro, the popular morning newspaper for one of my clients, a student website, which was cited as one of the top 5 student websites. This was a real coup.

www.shahrp.com