
Public Sector – case study



TrainE-TraidE

TrainE-TraidE's mission is to assist in empowering people to make a strong and sustainable income. A non-profit organisation operating within the Jewish community, TrainE-TraidE assists people in becoming more self-sufficient by making training and business options available.

TraidE is a non-profit business incubator which offers infrastructure, services and finance needed to establish and develop new businesses. It assists and facilitates the establishment of new businesses in order to generate sustainable long term incomes by offering business mentors, networking opportunities, fully serviced offices, business seminars, access to professional services and business start-up loans.

The PR Office worked with TrainE-TraidE to develop the inaugural TraidE Jewish Business Awards. The competition showcased the very best in Jewish entrepreneurship in the UK and firmly place TraidE as the leading communal organisation associated with Business, Enterprise and Training.

In addition, The PR Office has provided a full range of media relations support resulting in a significant amount of media coverage including comment pieces in major newspapers and provided public relations support in the form of events and meetings with key stakeholders. Phase 2 of our activities involves a public affairs programme to reach key decision makers and potential funders.