

C8 Consulting Appointed as Global PR Agency for VertiGIS

VertiGIS appoints C8 Consulting to drive brand awareness across four key industry sectors worldwide

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/EINPresswire.com/ -- [C8 Consulting](#), the disruptive-tech PR agency, announced today that it has been appointed by global market leader and provider of innovative spatial asset management solutions, [VertiGIS](#), to work on delivering a media relations programme focused on the national, broadcast, investment and trade media.



The goal is to position VertiGIS and its key spokespeople – including London-based CEO, Andy Berry – as experts at the centre of conversations around geographic information systems (GIS).

“

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Lisa Cottrell, VertiGIS’ Chief Marketing Officer

Headquartered in London, but with multiple offices around the world, VertiGIS is focused on the development of software solutions and services that enable professionals in the utilities, public sector, telecommunications, and infrastructure sectors to connect their business processes with spatial management technology. Based upon decades of industry experience and research into cutting-edge technology, VertiGIS continues to invest in configurable, cloud-ready software that solves real-world challenges for its customers.

Since VertiGIS was acquired by Battery Ventures in 2017 the company has been highly acquisitive, with 10 acquisitions under its belt in North America and Europe in the last 7 years, and shows no signs of slowing down, as the company continues to expand its offerings into

target industries around the world.

C8 works strategically with global businesses that are actively disrupting their sectors, that are typically in hyper scale growth mode. For VertiGIS, C8 will work to increase overall brand awareness, raise the profile of its versatile portfolio of products and boost VertiGIS' influence, particularly across the four key industries: public sector, utilities, telecommunications, and infrastructure.

By kick-starting conversations with audiences that matter, C8 is passionate about telling clients' stories. The media programme with VertiGIS will involve engaging journalists, analysts, key influencers, legislative bodies, and trade associations through edgy and innovative campaigns to secure editorial that resonates with audiences in influential global, national and trade publications.

C8's breadth of industry and media relations experience will enable VertiGIS to amplify its key messages and stay one step ahead of the competition to build its brand and reputation. Ultimately, C8 will deliver value that impacts the bottom line.

Paula Elliott, Managing Director of C8 Consulting, is delighted to be working with such a rapidly growing company: "VertiGIS has remarkable potential. It possesses highly innovative technology and we're relishing the opportunity to ramp up its visibility across multiple regions. Once we have helped raise awareness of its GIS capabilities, the scope for company growth and development will be even more exciting."

VertiGIS' Chief Marketing Officer, Lisa Cottrell, added: "We were keen to find the right agency and people to take our brand forward, and Paula and her team's approach really stood out. C8 has extensive industry expertise, impressive PR strategies and strong relationships with global media. Their copywriting Content Studio offering combined with their strong media relationships really appealed. The team's passion for their clients, products, and people really shone through. We are very much looking forward to working with the team at C8."

Immerse yourself in the world of words – Celebrating 20 years in PR

This year, C8 Consulting will be celebrating 20 successful years in the PR industry by bringing together its esteemed network including clients, partners, and friends of C8 at The Soho Hotel, London on 16th May 2024. This 20th anniversary event will not only give guests the opportunity to network and hear from a host of inspirational speakers, but also the opportunity to hear about some exciting new developments.

About C8 Consulting

C8 Consulting is the disruptive-tech PR agency, passionate about telling our clients' stories locally, nationally, and globally.

Our services include Strategic PR, Content and Design Studio, Research Bureau, Social Media, and Measurement.

Continuously building unrivalled relationships with global media, journalists, analysts, key influencers, trade associations and legislative bodies, the C8 team creates edgy, invaluable, compelling campaigns that kick-start conversations, deliver complex messages to market, and make a difference to our clients' bottom line.

As members of the PRCA we are deeply entrenched in the PR industry and driving growth and innovation.

With a philanthropic approach, our founder Paula Elliott, is a firm believer in giving back and actively supports numerous charitable causes.

Discover more - www.c8consulting.co.uk

About VertiGIS

VertiGIS is a leading asset management and geographic information systems (GIS) solution provider and software developer. Their focus is on the development of software solutions and services that enable professionals in the utilities, government, telecommunications, and infrastructure market segments to connect their business processes with spatial management technology. Used by more than 5,000 customers and millions of end users around the world, VertiGIS' product portfolio is designed to enhance the capabilities of leading GIS software, especially Esri's ArcGIS®. For more information visit www.vertigis.com.

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