

## New Business Successes



Cicada is celebrating after being chosen to manage the Institute of Directors Yorkshire and Humber

Director of the Year Awards 2012 for the seventh time.

We have managed the Awards since it was launched in 2005. Entries are currently open and categories include Business Advisor, Young Director and SME Director of the year. Visit:

[www.dotya.co.uk](http://www.dotya.co.uk)

to enter and entries close on Sunday 27th May 2012.



Cicada will also be working with Dale Carnegie in the North of England in 2012 as the international training provider celebrates its centenary year.

Cicada will support company's Northern franchise, based in Leeds and Manchester, as it celebrates the anniversary and help publicise its achievements and new training programmes.



Creative design consultancy SoVibrant has appointed Cicada to handle its PR. The media campaign will position SoVibrant as leaders in multidisciplinary design consultancy as well as promoting their key messages and increasing their visibility.

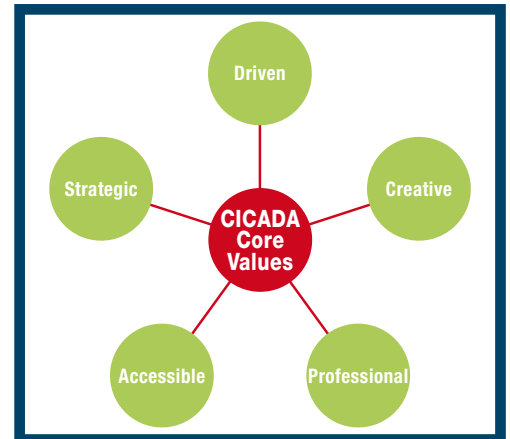
## Happy New Year to all our readers!

You don't have to believe in making New Year resolutions to use this time to reflect on who you are and where you are going in business.

Life can often lead to compromise. In the day-in day-out routine, what if you have a Jerry Maguire moment?

In this film starring Tom Cruise a sports agent has a moral epiphany. Jerry Maguire muses:

"Breakdown? Breakthrough. It was the oddest most unexpected thing. I began writing what they call a Mission Statement for my company...What started out as one page became 25. Suddenly I was my father's son.



I was remembering the simple pleasures of this job...I had lost the ability to bullshit. It was the me I'd always wanted to be."

It's easy to find yourself way off track in business or your career. Going against your values can cause deep anxiety. Doing or being someone you're not, or acting in a way that gives you sleepless nights means it's not time to make resolutions, but time to take a good look at your values.

"A value is an enduring belief upon which a man acts by preference" (Allport 1963)

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## Cicada's Countdown to Christmas

Apprentice Star and new Countdown host, Nick Hower, joined Cicada at Harrogate's Hotel du Vin for their Christmas celebrations.

The former public relations consultant turned television personality entertained guests with tales of his success and experience in business. He also spoke about what it's really like to be Lord Alan Sugar's trusted advisor, shared gossip on former Apprentice contenders, and gave his wry thoughts on his latest role as host of Countdown.



The Cicada Team with Nick Hower



## Di Spy

### Di's 2012 Predictions: Knowledge is Strength

It's that time of year when the newspapers review what's going on and predict what's to come. Brace yourself. It's hard not to put on some sort of psychological armour when you look at the headlines.

*'Repossession rates to rocket in 2012'*

*'Global economic outlook for 2012 isn't pretty'*

*'2012 will be worst since 1980s, says David Cameron'*

Throw in the riots and discontent, the Euro in meltdown, and add the usual senseless violence and irrational natural disasters. Our world seems to be an ever harder one.

Christine Lagarde, head of the International Monetary Fund, has said we are at risk of being plunged into a "lost decade."

For the PR industry, it's instinctive to think that business will get tougher as more organisations look for ways to slim down their spending. So, is 2012 really so bleak?

No. One of the things that companies with foresight will do is strengthen their position in their market. When times are tough, the strong survive.

Coca-cola and Apple are two brands to learn from for any business. They are testament to the power of selling an idea. Coca-cola has become more than just a fizzy, sugar-laden drink. It's part of our Western culture. The original Macintosh in the 1980s wasn't much different in functionality than its rivals, but it had amazing design. It took off after being pitched as the computer for free-thinkers and creatives, appealing to a market who never even knew they needed a computer. It looked cool.

[Read More](#)

## Business Inspired Growth

Cicada is working with the York, North Yorkshire and East Riding LEP on its formal launch later this month.

The LEP will launch its full range of support for businesses in the region

from 16 January. Designed to drive business growth, the focus will be on the key priority areas of business networks, skills and training, broadband, agri-food and tourism.

Already announced is a programme of subsidised business development workshops aimed at small food producers and delivered by industry experts. More info from:

[www.deliciouslyyorkshire.co.uk](http://www.deliciouslyyorkshire.co.uk)

A Certificate for Business Growth will also be launched later this month to help businesses secure bank finance by demonstrating they are a low risk for financial support.

The new website will be live from 16 January:

[www.businessinspiredgrowth.com](http://www.businessinspiredgrowth.com)

## NIW Returns



Cicada is once again managing the PR for the Royal Entomological Society's National Insect Week 2012.

The biennial event, which is in its fifth year, will run from 25 June until 1 July 2012 and will celebrate all that is 'great' about British insects. Next summer's National Insect Week will take 'Great British Insects' as its theme drawing upon the celebrations around the Olympic Games and the Diamond Jubilee of the Society's Patron HM The Queen. Please visit:

[www.nationalinsectweek.co.uk](http://www.nationalinsectweek.co.uk)

for more information on the initiative and if you are interested in getting involved please contact Jane or Annabel at:

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**2012**  
sees Cicada  
celebrate its  
25th anniversary  
watch this  
space!

## Cicada News



### Hotel du Vin... Hotel du Chien



Ann's dog Ted got to star in front of the cameras recently to illustrate the fact that pampered pooches can enjoy the whole Hotel du Vin experience for themselves.

Ted made himself right at home at the pet friendly hotel in Harrogate when the pampered pooch relaxed in one of the Hotel du Vin's luxurious dog beds. The message behind the story was that pet friendly hotels have enjoyed a 132% rise in bookings over the past year according to laterooms.com

### Riverford Organic reports bumper Christmas harvest



Jane's New Year Resolution is to take a short break from sprouts

– she's spent December writing releases about the Christmas staple for client Riverford Organics.

[www.riverford.co.uk](http://www.riverford.co.uk)

The perfect growing conditions at Home Farm resulted in an exceptionally good year for the vegetable, which ripened three weeks earlier than usual. Sprout aficionados enjoyed a bigger and particularly sweet and flavoursome seasonal favourite this year.