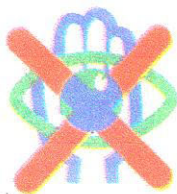


## Reality check

**Dan Batchelor, 25, has a degree in politics from Southampton University and is a senior account executive with Limelight Public Relations**



"I really wanted to be a professional musician with my band, The Lazarus Plot,

but you need to be realistic with your career plan.

"I've always been interested in public relations and how the media can manage, manipulate or shape opinion, perception and image. Studying politics heightened my interest especially when I began to realise how important reputation was and how PR could be used to change or influence people's opinion.

"I imagined it would be hard work but I was convinced there'd also be an element of champagne-fuelled lunches, which simply isn't the case. Sure, this exists — but not in the PR we do, managing the reputation of more than ten corporate clients, principally in the professional services sector.



Bath University student Aimee Cubitt has invented a device aimed

"I gained a job working in communications for the then leader of the Conservative Party, Iain Duncan Smith — a safe choice for me with the combination of media and politics. It was an unbelievable learning curve and one which I still find invaluable.

"Once you've been in an environment where one mistake can have dangerous and far-reaching consequences you learn to be able to put things into perspective.

"At Limelight, I actively try to generate strategic press coverage for clients, which involves writing up stories and selling these to journalists across pre-agreed targets.

"I've learned patience. Everything we do has to be strategic and this can take time. Also, journalists and clients can be hard to pin down — you have to believe in what you are doing and be persistent.

"I've learned you must never over-promise. There is a propensity to say whatever the client wants to hear, but this can be dangerous and costly, as goals need to be realistically achievable.

"And you must always deliver — if we say we're going to do something we always make sure we do it. I hate letting people down or failing to live up to their expectations."

Interview by **Eileen Sheridan**  
([sheri@dircon.co.uk](mailto:sheri@dircon.co.uk))

at tennis players who want to keep their balls longer. Tennis balls begin to lose their bounce as soon as they are removed from their pressurised container. Playing with flat balls can increase the likelihood of tennis elbow. But Aimee's Pump'n' Bounce system features a hand-operated pump built into the tennis ball canister, allowing players to pressurise the container.