

CHAPLIN PUBLIC RELATIONS - MEDIA TESTIMONIALS

"In the course of my decade's experience working at Forbes, reporting from a dozen countries, and writing scores of articles for the magazine, I have of course worked with many public relations professionals across the globe, at agencies and in-house at companies large to small. Among those, I would rank Danny Chaplin and his wonderful business partner Grace as among the top ten of their global peers and would happily recommend him to anyone (which I have already done to several folks). Enough said."

Justin Doebele, Contributing Editor, Forbes

"Chaplin PR is always professional and supplies both information and images in a user-friendly format. Furthermore, Danny provides a quick and personal response to individual requests, and such easy and honest interaction makes it a pleasure rather than a burden to use his clients' materials."

John Higginson, Editor, Asia Pacific Boating

"It has been a pleasure working with Chaplin Public Relations on many occasions during my stint in The New Paper and now in The Straits Times. The personal attention to detail from Danny Chaplin has made the vital difference to many a story. His tenacity in getting the media to attend his events, as well as his willingness to cater to the various story angles wanted by different media, has to be lauded."

*Pradeep Paul, Executive Sub-editor,
The Straits Times Life, LifeStyle and Urban*

"I have worked with Chaplin PR on various occasions for the Boat Asia exhibition and several other marine-related events. I have found them to be very professional, providing excellent service and support to the media. Danny goes out of his way to try and make things happen. Releases appear promptly and pictures and other material are made easily available through innovative electronic and other means. This is very helpful for a busy journalist like me."

Vincent Wee, Senior Editor, The Business Times

"Dear Danny, I wish to commend you on a great press trip to Phuket, Thailand earlier this month to view the King's Cup Regatta and the boat show. Both you and your staff did an outstanding job of planning and organizing the trip, and I found it extremely fruitful. Speedboats that allowed the press to get close to the boat race was a nice touch, and I especially appreciated the interviews you set up that allowed us, the press, to speak with many in the yachting business. I look forward to working with you in the future, and I hope we can soon join hands for other projects."

John F. Shedd, Editor, Executive Inc.

Having worked with Chaplin PR on numerous occasions during my tenure in Singapore I can say that the agency has always been a pleasure to work with. It is one of the most proactive in Singapore with regards to finding story angles tailored to suit the publication, and it is a pleasure to receive press releases that are not only to the point, but also written in clear English - unfortunately a rare occurrence in Singapore. In short, a very professional outfit.

Tony Watts, Editor, The Expat

"As a lifestyle journalist, I have had the pleasure and good fortune to work with Chaplin PR on many occasions. I deal with public relation consultancies all the time, and Chaplin PR ranks very highly on my list as a consummate public relations firm which manages projects with precision and an in-depth clarity of vision. Journalists can be demanding in their quest for information, and often have impossibly tight deadlines as well. I am often guilty of this, and every time it happens, Chaplin PR comes through for me. Detailed information and

relevant photographic material are always delivered in exemplary good time. Press releases offer a wealth of detail and numerous story angles are subtly incorporated within (a godsend for scribes with sudden writer's block!). With Chaplin PR, I am always assured of a great story."

Jafri Mohammed, Writer, Prestige Magazine

I have worked with Chaplin PR on an article for MIS magazine and have found them to be prompt and professional in doing their work. Everything I requested for the piece was arranged quickly, and an interview was organised with no fuss or hassle.

Susan Tsang, Contributing Writer, MIS Asia

It's been a pleasure working with Chaplin PR. I worked with them on a junket to Boat Asia in Phuket and they were genuinely very nice people, always concerned about the well-being of the journalists on the junket, and that their needs were taken care off. They were never pushy, as some PR agencies can be. We remained friends even after returning from Phuket.

Razali Bin Adbullah, Sub-Editor, The New Paper

"I first met Danny Chaplin of Chaplin Public Relations more than a year ago at the Boat Asia 2004 event in Singapore, which I covered for Philippine STAR, the largest newspaper in the Philippines today. There were seven of us from the Asean region invited to cover the event. We didn't know each other, but at the end of our first night together, we were friends -- thanks to the extremely likable and articulate Danny who broke the ice and made us all feel welcome. Of course, like a true PR guy, Danny made sure - right on the day of our arrival in Singapore - that we were each armed with a press kit containing everything we needed to know about what we were going to cover. Yes, everything was in that neat kit we could have written our stories based on it and simply enjoyed the rest of the coverage. And I did enjoy the coverage - immensely! I must say it was one of my most memorable press events. The press conference was held on board a vintage yacht -- what better! venue for a preview of Boat Asia 2004! The press invitees went home with a whole bag of materials (with photos in CDs to boot) to write about. A day after I arrived in Manila, I got an e-mail from Danny thanking me for making the trip and sending me his very best regards. Since then, Danny has been sending me photos/releases on Boat Asia, if only to keep me updated on preparations for the next Boat Asia. Also, Danny and I have since been exchanging e-mails on just about any topic under the sun. Certainly, Danny brings to the cold corporate world his warm, unique personal touch."

Ching Alano, Journalist, The Philippine Star

I have known Danny Chaplin through my capacity as Executive Editor at Prestige Magazine and now as Editor of Peak Magazine. I have found him to be very professional in carrying out his duties. Most importantly for journalists working to deadline he has always responded quickly to requests and provided quality information in a timely manner. Not only has he responded in a helpful manner to requests for information, he has provided valuable suggestions for the development of magazine articles. He has put me in contact with people that I need to work with. He has gone out of his way to help when I have had problems getting information and pictures from sources. In addition to his professional capabilities he is a pleasure to work with. He is relaxed and easy going, qualities that I value in a working relationship. He is warm and intelligent and I have experienced no downside to working with him. I cannot say that there would be anything that you would have to be concerned about in a working relationship with Danny.

Floyd Cowan, Editor, The Peak