



# Brand Engagement

designinc



Our strategic communications consultancy services are designed to promote your products and businesses as well as to enable you to effectively connect with your customers, employees and other stakeholders.

Our experience and knowledge allows us to suggest and implement the best strategies and channels for client messages. Individual external and internal communications packages can be created, either as a long-term co-ordinated activity or on an individual project basis.

## **Strategic Communications Planning**

We work closely with each client to identify both its key messages and target audiences and how best to reach them. From this initial phase a strategic communication plan is put in place to interlink the overall focus and long-term goals of the project. In the meantime tactical planning is implemented to ensure that the company can begin to engage with the media that each audience uses and trusts the most. Campaign elements may include corporate partnerships, sponsorship marketing, affiliate relations, ghost blogging and other joined-up threads and a synchronicity in profile raising.

## **Employee Engagement Management**

As a company's most important asset, staff should be motivated and inspired through initiatives such as internal newsletters and advised of any changes to procedure or policy in well-constructed statements before the information becomes public knowledge. We have a strong track record in employee engagement management, including the award winning communication of complex and sensitive issues arising from structural changes in organisations.

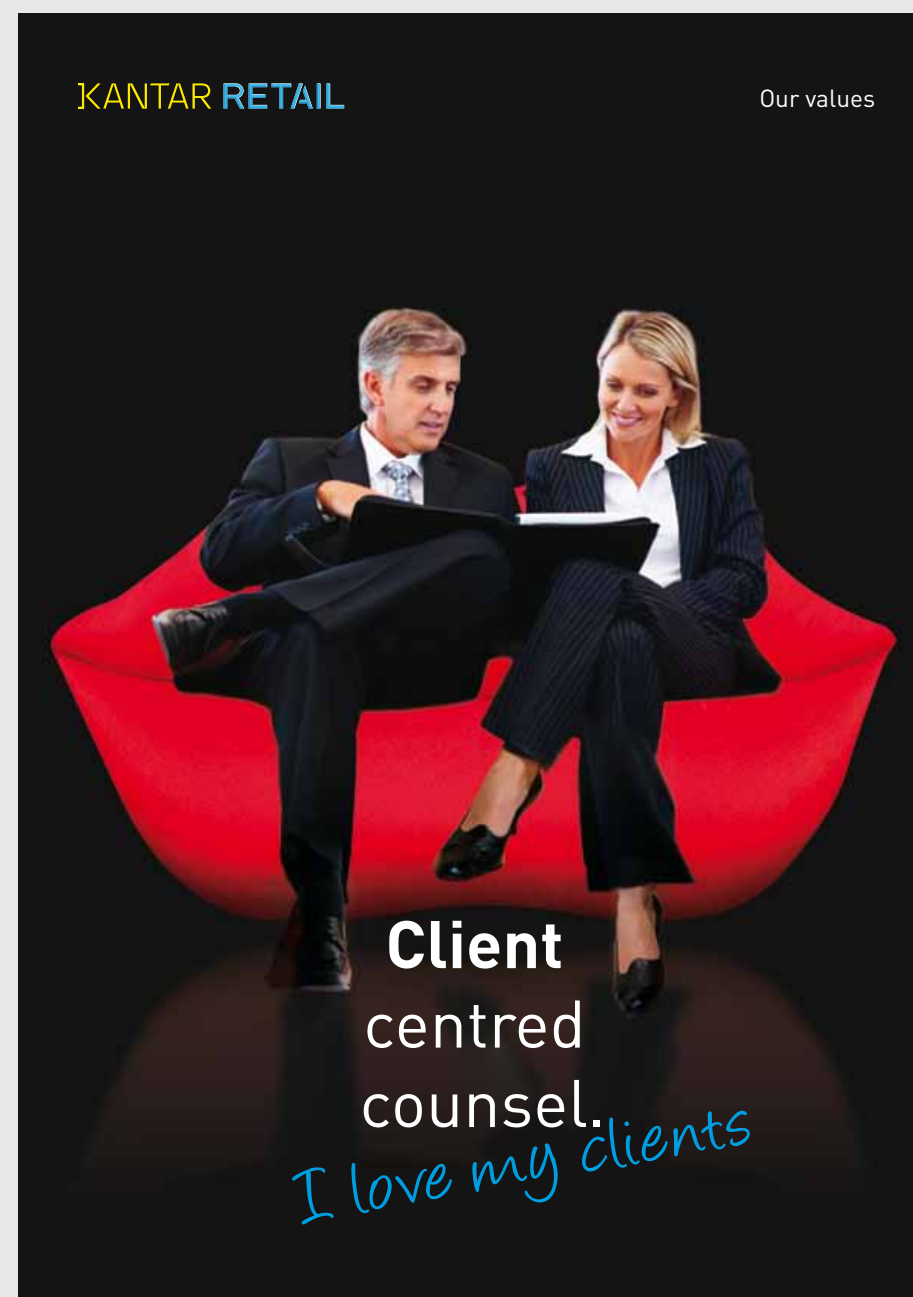
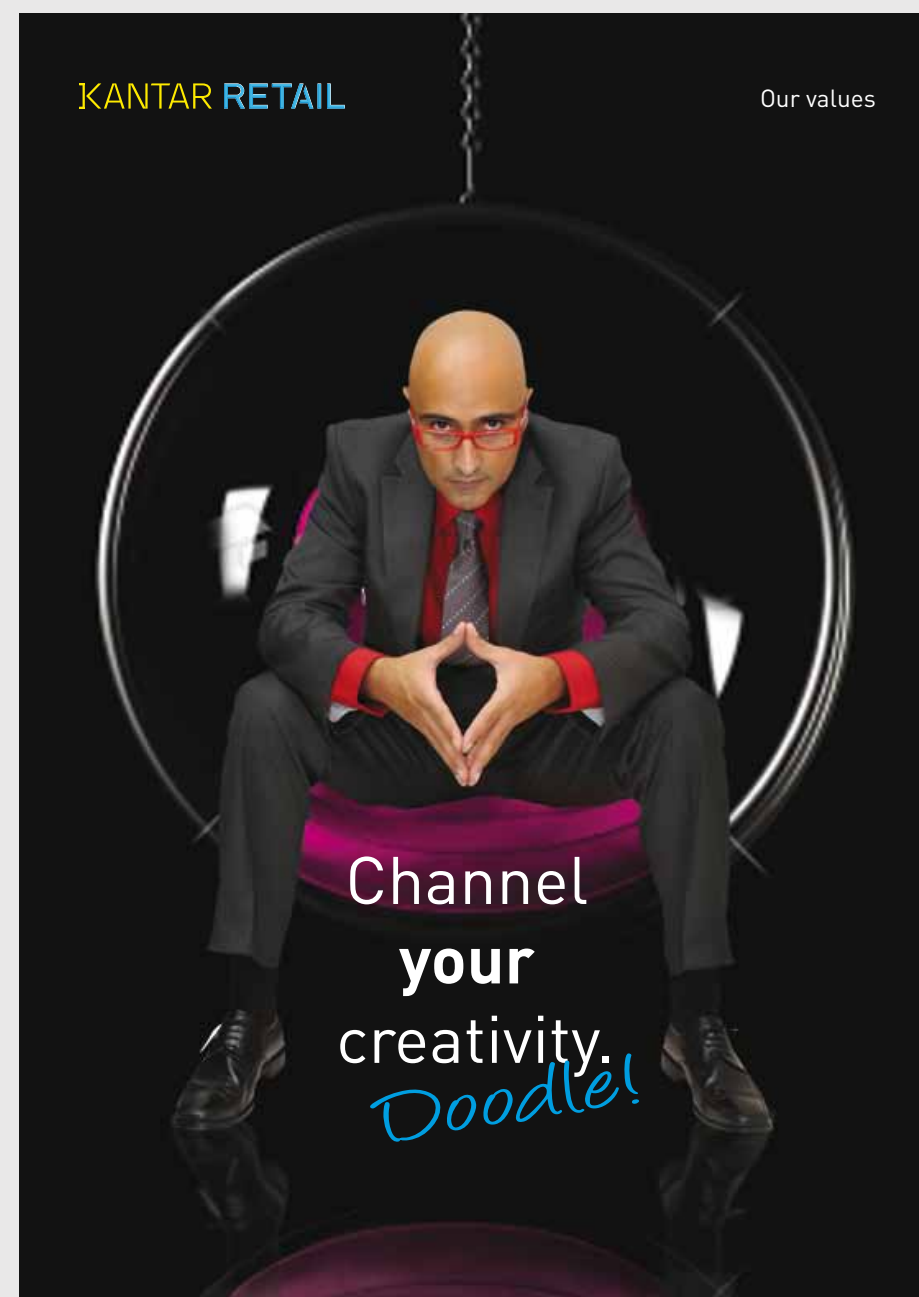
## **Press Relations**

Maintaining and managing a positive and transparent profile across printed and digital media requires a joined-up strategy and tactical delivery of content from disparate origins. We have been communicating the marketplace and community reputations of key clients for many years.

Our passion is linking transformative strategies with the tangible skills and tools required to execute.









# Pocket Handbook

/ An introduction to your brand



## THE APPLICATION PROCESS.

### Police Constable Probationer Recruitment FAQs.

Most police forces have different recruitment processes. The Surrey Police recruitment process is as follows:

**Online application** – competency based questions assessed in accordance with College of Policing national guidance covering professionalism, working with others, decision making and service delivery.

**Paper day** – it is a requirement for all candidates to attend Police Headquarters to complete a national registration form and to collect information and forms that will be used throughout the recruitment process.

**Shortlisting** – initial paper sift on the basis of the questions in the online application.

**Value added** – candidates are invited to a 'value added' session.

### How long does the recruitment process take?

The recruitment process, from the time of completion of an online application to full clearances pending an intake confirmation date and formal offer can take approx. 9-10 months.

### What is the CKP?

Police require those interested in becoming constables to have underlying knowledge needed to become an effective police officer. This is achieved through successful completion of the Certificate of Policing (CKP). The Certificate gives a good understanding of policing and police law, and to demonstrate the critical decision-making skills that are required.

A significant majority of the recruits are required to be a police officer and complete a training period for new recruits at the front line considerably faster than other police forces and their initial ten weeks of training. Some classroom based work to learn how to put knowledge into practice through interactive role-play and assessment.

Recruits include elements that are required to carry out their duties and the consequences of their actions. CKP students are required to demonstrate their knowledge without the aid of their police officer. The CKP does not cover the recruitment process and remaining elements.

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# WHAT DO YOU WANT TO BE WHEN YOU GROW UP?

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# WHAT DO YOU WANT TO BE WHEN YOU GROW UP?

Astronaut? Doctor? Teacher? **Police Officer.**  
Don't just toy with the idea. Call us now.



Tel 01483 633 333 Email [resourcing@surrey.pnn.police.uk](mailto:resourcing@surrey.pnn.police.uk)  
#newyearnewcareer [www.surrey.police.uk/careers](http://www.surrey.police.uk/careers)



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**We develop,  
manufacture and  
support  to  
protect and save  
lives, and  transport  
 in demanding  
environments.**

*Flying  
Humanity  
Forward\**



## ON A MISSION



## THINK REACH

We develop, manufacture and support Helicopters to protect and save lives, and safely transport people in demanding environments.



# Transformations



We are customer centric

We are assuring quality & safety

We are building a design revolution

We are saving cost & adding value

We are reinventing ourselves





Important to you  
Essential to us

Think  
Airbus Helicopters



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MISSIONS | 15

## MILITARY

More than 100 armed forces worldwide place their trust in Airbus Helicopters' rotorcraft to protect people. Airbus Helicopters is committed to serving the wide array of military operational needs, and its aircraft are specially adapted to outperform in all types of military missions, including Armed Scout, Utility, Attack, Naval, Maritime and Special Operations. Airbus Helicopters is one of the world's largest suppliers of advanced military helicopters.



Bringing you the most effective solutions.



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## EMS

When paramedics and doctors can stabilize a patient's condition within the first 60 minutes, chances of survival and long-term recovery are increased. Airbus Helicopters supplies approximately 60 percent of the world's emergency medical services market. Its products are the preferred choice for established EMS operators.

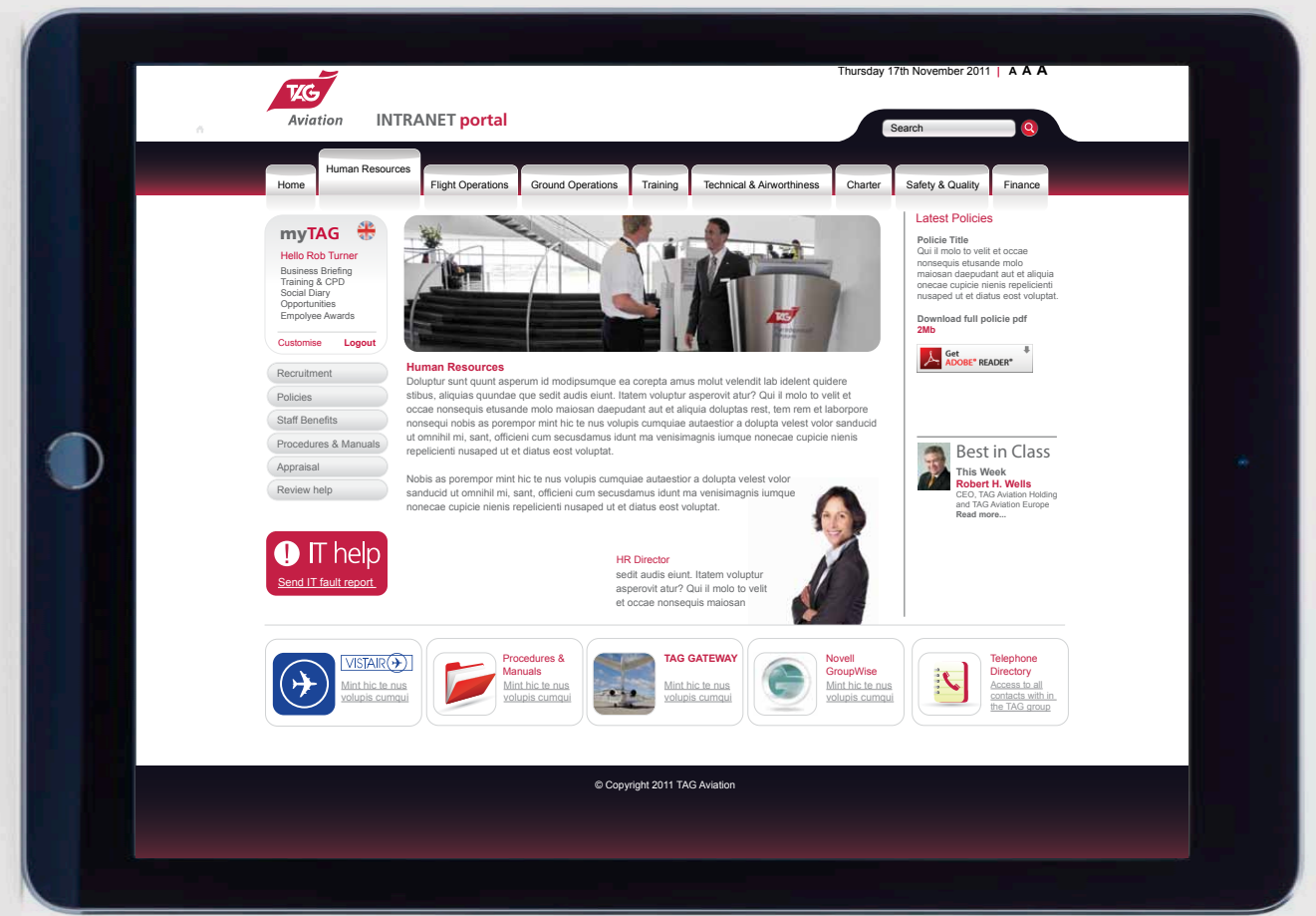
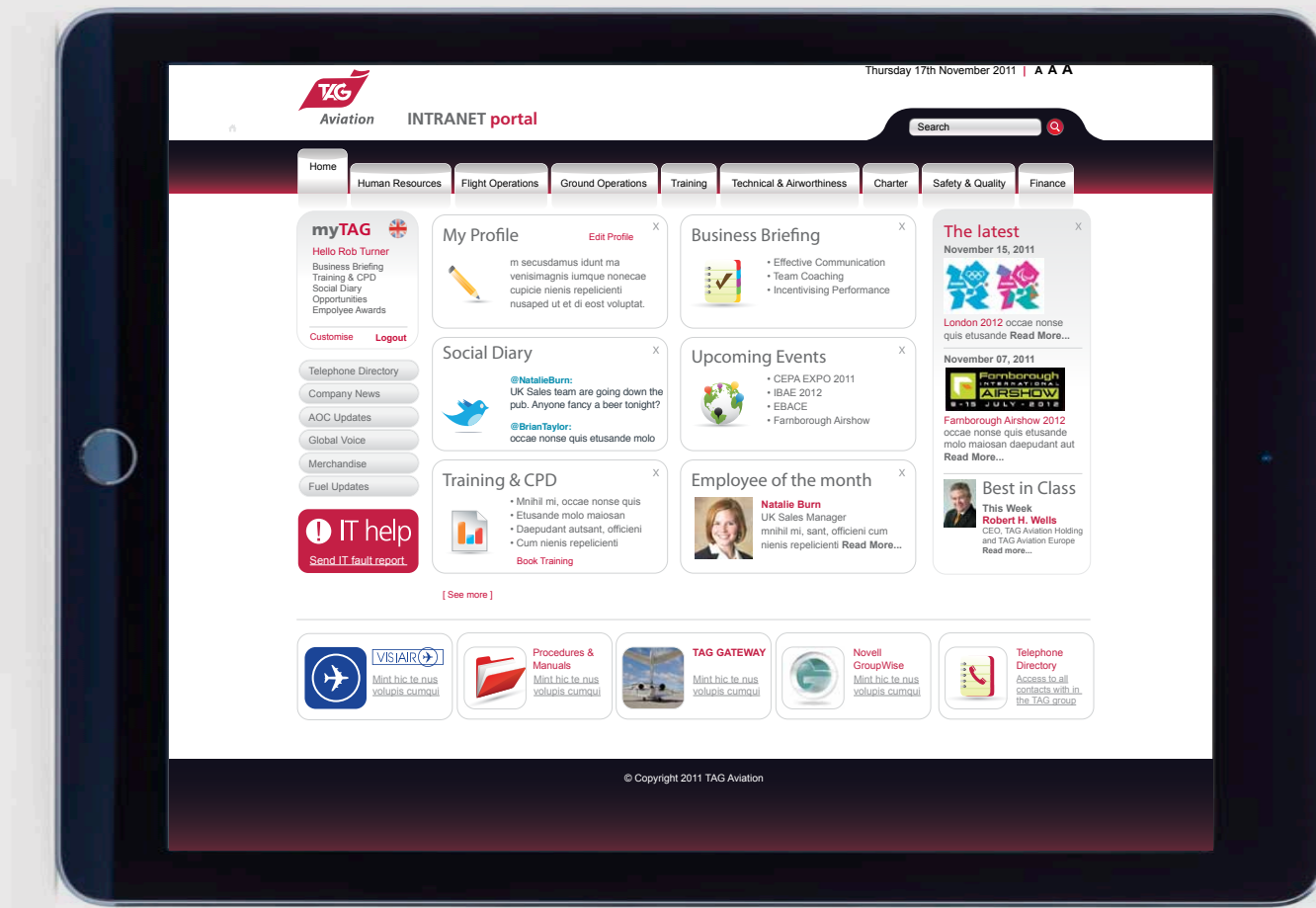


Bringing you the most effective solutions.

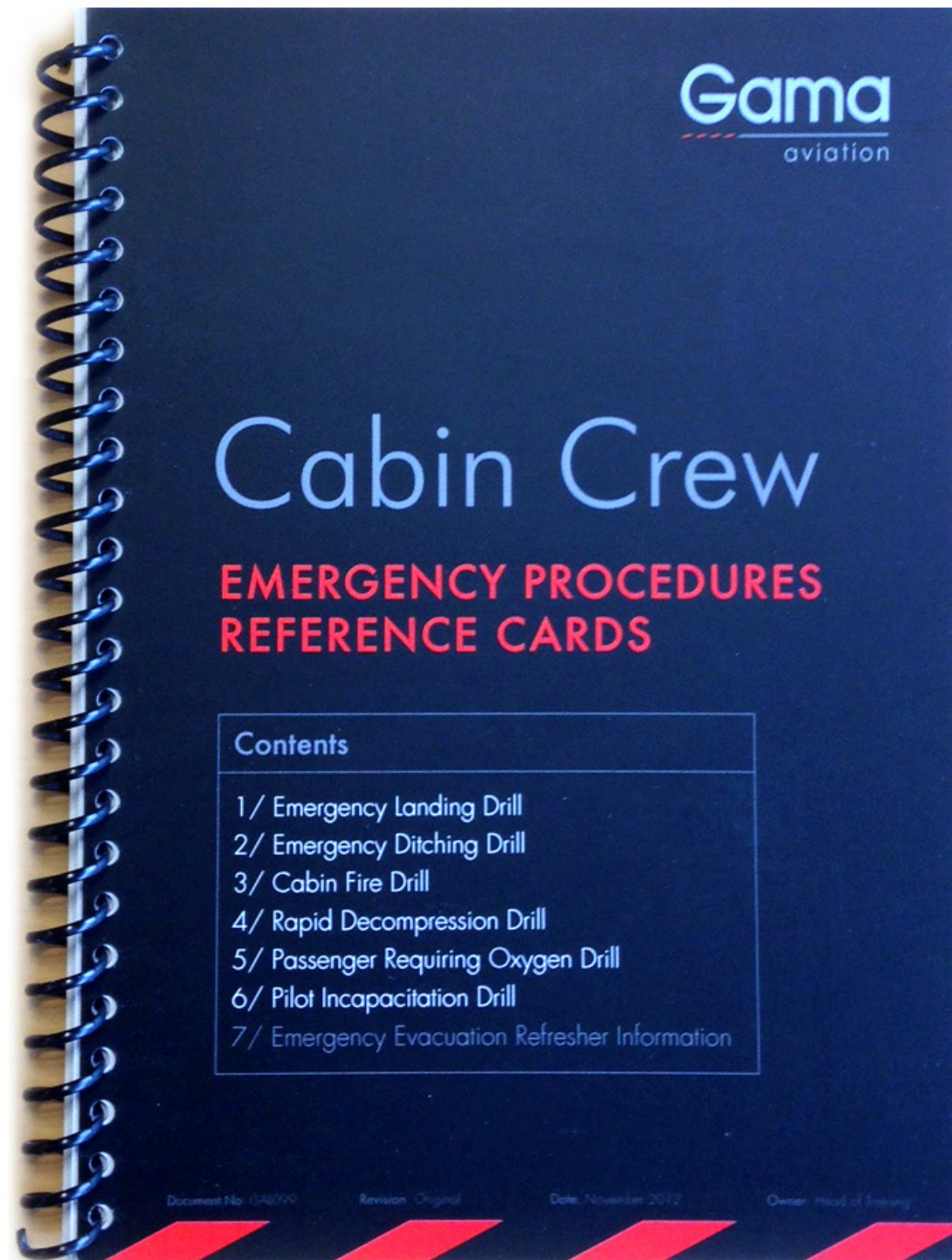






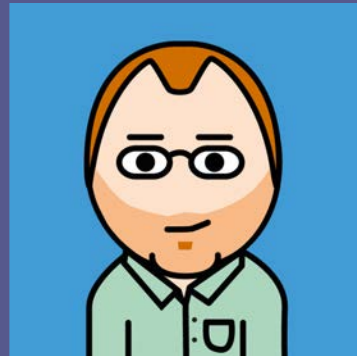








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