

Guy Nicholls
Writing samples

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Testimonials

Microsoft Business Solutions

“If you’re looking to differentiate your business with the optimal sales messages whilst simultaneously communicating to people exactly what you do... then Guy has the inspiration, expertise and efficiency to make it happen.”

Louise Bransby-Zachary, Marketing Communications Manager

The Royal Bank of Scotland

“Guy produced some excellent work for us, even when writing large volumes of copy under demanding timescales. He was willing and able to accommodate different methods and approaches as required, has a very professional style and is a pleasure to work with.”

Andy Poulton, Project Manager Internet – Retail Direct Strategy

Mandarin Oriental Hotel Group

“Guy and his team provide Mandarin Oriental with an invaluable copywriting and editing service. They create great copy for marketing purposes and help many of our hotels’ marketing colleagues perfect their English language communications to our guests and travel industry partners where English is perhaps not a first language.”

Jill Kluge, Chief Marketing Officer

BT Business

“I’ve worked closely with Guy and his team for the last few years and they’re an absolute pleasure to work with! They’re extremely accommodating and flexible, especially in responding to the very many urgent requests we send their way! They’ve produced a whole host of customer communications for us and really get our brand, in particular in the way we want to communicate with our customers.

They’ve also produced user guides and other sales-enablement materials for us coming up with alternative, creative ways to present information that really engages customers – the output always being to their usual high-quality standard.”

Sinead Gilbert, Marketing

BT Total Broadband

“I cannot recommend Guy highly enough. Since our initial project in 2001, I have worked with Guy consistently on mass consumer emails, high-profile web sites and numerous user guides. Guy has an excellent understanding of our business, products and customers, works seamlessly alongside other suppliers, assists with managing our projects, and is outstanding value for money. Oh, he writes great copy too!”

Stuart Pinkney, Consumer Retention Manager

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LV=

“We’ve been delighted with Guy’s work. He’s meticulously fulfilled each brief and, by asking probing and incisive questions, supplied improved organic search results for our web site. The standard of delivery has been exceptional, and we won’t hesitate to ask Guy to produce more web site content for LV.com”

Alan Lay, Web Content Manager, eCommerce

Datasouth UK

“I have been working with Guy and his team for over 10 years now. Guy is the first person I turn to when I need high-quality, well-worded and grammatically perfect content for web sites. He can always be counted on to do what he says he will and will always deliver on time. Guy’s great to work with and diplomatic when suggesting ways that copy can be improved. I don’t write lots of recommendations, but this is one reference I am very pleased to supply.”

Rob Maynard, Managing Director

BT Retail

“If I need some copywriting done, I know I can always rely on Guy. Once he’s involved, I begin to relax...”

Simon Dawes, Business Improvement

Hill Online

“Excellent strategy, fantastic ideas and implementation. One feels that no stone is left unturned – also thoroughly enjoyable to work with!”

Amanda Blayer, Commercial Manager

Industrial Rubber

“We all thought the script was excellent – a refreshingly natural dialog, expertly presented.”

Geoff Mullins, IT Manager

Living Heritage

“We have recently used Guy to develop all the content on our web site. The work has been outstanding in terms of strategic advice, quality of writing, adherence to timetables and process management. I would highly recommend Guy to any companies considering using his service.”

Christopher P. Combemale, Chief Executive

Logon4London

“As a company we worked with Guy for two years for consultation purposes on the development of our web sites and contract publishing concerns. Work was always punctual and accurate. Development of the site was kept on schedule through Guy’s project management. Coupled with this was a high level of creativity and ideas which undoubtedly

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improved the finished product. We are grateful for the work elements of which were done above and beyond the call of duty.”

Paul Gibson, Managing Director

London Pass

“Guy provided us with a great product and efficient service in time-sensitive circumstances.”

Andrew Grahame, Marketing Manager

OgilvyOne worldwide

“I have always found Guy to be very efficient, helpful and able to turn round work very quickly. Guy’s always on hand with advice when issues arise, such as too much copy when laying out in artwork. He’s very friendly and makes a great effort to get to know the agency, brand and people he works with.”

Milly McCall, Account Manager

BT Total Broadband

“I’d like to thank Guy for his recent help with the ‘installation instructions’ that are supplied to our BT Total Broadband customers. Guy was able to take a complex range of set-up, marketing and help information and present it in a simple and straightforward way. In particular, he was invaluable in communicating quite complex technical information in a consistent, friendly and easy-to-follow language.”

Paul Armstrong, Product Manager

Parker Baines Group

“Parker Baines have used the services of Guy with great success on numerous assignments in the past and without doubt will use them again in the future.”

Chris Hensby, Marketing Manager

StayingClose

“Thank you for the excellent work done so far on StayingClose. It has certainly added a much deeper level of creativity and your input has always been very timely and practical.”

Simon Rogers, Chairman

TFG Sports

“We were very pleased with the quality and style of the work that Guy produced, in spite of what were often tight timescales. Guy was also extremely helpful in suggesting solutions for site navigation and links. We would not hesitate in recommending Guy to other organisations requiring copywriting expertise for any project – and look forward to working with him again in the future.”

Beth Hopkins, Web Project Manager

BT Retail Consumer Indirect Channels

“Guy has been a great asset to BT Consumer Indirect Channels on a number of levels: getting our copy to market quickly and correctly; writing with the most effective tone of voice for our product set; and using the best approach for each customer or partner audience.

Guy translates a large amount of material into concise messaging against tight deadlines. He always provides high-quality output and with a ‘can do’ attitude. I would be very happy to recommend him; under challenging circumstances he delivers with excellence.

Claire Hansen, Head of Partner Marketing

Ukash

“Guy was able to take our proposition and communicate it in a way that was easy to understand by all our target customer groups.”

David Cox, Marketing Manager

Unigraph Design

“Guy is skilled at creating engaging copy and cutting through technical jargon. A stickler for detail, he can always be relied upon to turn work around quickly and efficiently. He’s always professional – and great fun to work with.”

Karyn Clarke, Senior Account Manager

BT

“Guy always responds on brief, on time and on budget. He’s reliable, produces high-quality work and is flexible enough to turn work around in short timescales. I wouldn’t hesitate to recommend him to my colleagues, but not to competitors!”

Ursula Butler, Marketing

JD Designs

“Guy has worked with me for four years on Peak and Regent magazines.

He worked as picture editor and has a very good knowledge of print production. Guy also took on the task of The Peak social column and went out with great flair to flatter and photograph the elite of the Hong Kong social scene. He designed the pages and wrote a witty column.

In fact, he is an all-round talented young man: he has enormous energy and enthusiasm – and is capable of taking on any task you challenge him with. And succeeding.

For the past six months he’s been designing pages for The Peak magazine and co-ordinating the production.

He would be enormous value to any creative team.”

Jan Davis, Creative Director

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Hearing Link

“It was a pleasure to work with Guy and his team on the joint BT and Hearing Link publication, *Communication Choices Your Hearing, your life*. Guy’s understanding of the challenges of hearing loss during our initial discussions and his team’s skill and attention to detail helped to shape the brochure into an invaluable tool for those experiencing the changes brought about by loss of hearing.”

Sarah Smith, Helpdesk Manager

BT

“I’ve worked with Guy and his team over a number of years and a number of different projects. I’ve always found Guy to be exceptionally professional and responsive, and reliable – a safe pair of hands for any project. Guy and the team always take time to thoroughly understand the brief, and the work delivered is always delivered on time and, importantly, well thought through and well executed. Always a pleasure to work with.”

Marie Goddard, Senior Marketing Manager

BT

“Elegant and thoughtful with bags of charisma. Guy is a sensational copywriter who shows much appreciation in taking time out to understand the needs of not only the business, but also its customer wants/needs. His copy writing skills are of the highest order for anyone wanting to connect and develop a long-term relationship with their base. For anyone on the lookout, I would definitely recommend having a chat with Guy before you make a decision.”

Peter Simeon, Marketing Manager

Massive Analytic

“Guy and his team produced the script for our first ever video. It was excellent. The video is intended as a viral piece targeted at creating a buzz in the funding community as well as potential clients. The script successfully translated traditional data quantification messages into something more accessible for a wider business audience. Crunching social media data is without a doubt going to be the next big problem to which Massive Analytic has the solution. The biggest problem with writing a video script for this was how to engage with people who’re not techies or data junkies and project a brand, company and product that’s accessible – without losing its core gravitas. Explaining what exactly we’re offering in a way that doesn’t alienate people is challenging. But this is precisely what Guy and his team achieved.”

George Frangou, Founder and CEO

BT Global Services

“Guy has been a very committed and hardworking resource to help us to adhere to very challenging and complex milestones. Guy always presented a positive approach and took on

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the tasks at hand – but always delivered a high-quality product. A pleasure to work with.”
John Pirie, Programme Director

Webvideos

“I worked with Guy over about an 18-month period when we were making videos for BT. Guy was the primary script and copywriter and took a lot of the strain in managing the customer expectations and he never missed a deadline. Of all the strongly positive things I could say the characteristic that stood out for me was Guy’s professionalism. When you’re working with a company like BT you need someone who can calm troubled waters and provide reassurance to one and all. Guy is an ocean of calm, and we love working with him.”

Andy Woodruff, MD and Head of Business Development

Rich Interactive

“Aside from being a generally great bloke, Guy is also very skilled at what he does. I can provide a generally average brief, written in a rush and then relax. I know that when it comes back it will sparkle with just the right tone and subtlety to create the response I was after.”

Daryl Stickley, Managing Director

BSS Digital

“I have worked with Guy on projects ranging from web copy for top financial institutions to scripts for DVDs for the tourism industry, and each time the results have been excellent. He is very personable, and a pleasure to work with.”

Tim Wedge, Head of Design

Unigraph

“Guy was fantastic to work with, always proactive, on the ball and great with detail.”

Emma McCrea, Account Manager

Clockwork Web

“Guy is a terrific chap. We’ve worked together on a number of projects, and he has always delivered good work on time, and at a sensible budget. Guy is very good at what he does and is a pleasure to work with. I’ve now known Guy for many years and am honoured to know him as a friend. I have no hesitation in recommending Guy to anyone.”

Jeremy Spiller, Managing Director and Founder

Some of whom I’ve worked for or with (as a writer or sometimes as a publisher)

A J Blake

Aristocrat

Arrival Marketing

Asian Sources

BDT Invest

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Boyer Allan Investment
Bostock and Pollitt
British Airways
BT Business
BT Global Services
BT Retail
BT Wi-fi
BT.com
Business Traveller
Chestertons
Climate Change Capital
Clockwork Web
Colombian Emeralds
Complete Cruise Solutions
Datasouth
Deepend
Dunhill
Email Vision
Frizzell
Glulam Supplies
Hamworthy KSE
Hill Publishing
HongkongBank
HK TV Times
Hong Kong Tatler
HSBC
Industrial Rubber
Intergage
InterContinental Hotels
JW3
Lane Crawford
Living Heritage
Logon4London
LV= (Liverpool Victoria)
M-Corp
Marks & Spencer
Mandarin Oriental Hotels Group
Marsh & Parsons
Massive Analytic
McDonald's
Microsoft Business

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Microsoft Dynamics
Nash Felts
NatWest
Panasonic
Parker Baines
Passport
Peregrine Communications
Property Guide Group
Pushbutton-Creative
ReCommIT
Royal Bank of Scotland (RBS)
Salisbury Diocese
SAS
Securicor
Showcase
Smile Train
Sotheby's
South China Morning Post
Sovereign
Springdale Mortgage Corp
Standard Chartered
Staying Close
Stent
Sun Microsystems
Team Recruitment
Tech Data
TFG Sports
The Chapel
The Email Academy
The Giving Machine
The Peak
Unibet
Unigraph Design
Vertical Leap
Winning Bets
Winterthur
Wolsey Securities
Yoptin
Zellweger
Zurich Esitrak

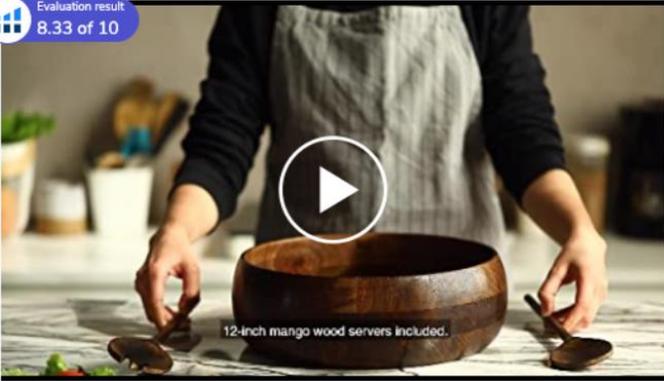
Who I worked with/on/for in 2021

Some of the agencies/businesses/organisations/brands I've written/edited with/on/for in 2021, in alphabetical order:

Accenture – video script
Amazon – listings; video script
Android Enterprise Essentials – video script
Art & Design Partnership – messaging
Aruba – emails; banners
Broadway Publishing – multiple town guides / e-books
Cegid – e-books
CDW – script
Crisis at Christmas – messaging
Dell – script for animated video; banners; emails; landing page; LinkedIn posts; video script
Dynabook [formally Toshiba PC Company] – banners; battlecard; emails; landing page; LinkedIn posts; video script
Extreme Networks – emails
Google Workspace – video script
Fly MarTech – video scripts
Infinite Enterprise – emails; social posts
Lenovo – email
Mandarin Oriental, Barcelona – press release
Mandarin Oriental, Bodrum – press releases
Mandarin Oriental Bosphorus, Istanbul – press kit, fact sheet, press releases
Mandarin Oriental, Doha – web content
Mandarin Oriental, Geneva – web content
Mandarin Oriental Hotel Group – PR collaterals
Mandarin Oriental, Jakarta – press releases
Mandarin Oriental Jumeira, Dubai – press kit
Mandarin Oriental, Milan – press release
Mandarin Oriental, Marrakesh – press releases
Mandarin Oriental, Paris – press releases
Mandarin Oriental Ritz, Madrid – menus, brochure
Mandarin Oriental, Tokyo – web content
Hitachi Vantara – emails; PDF (article)
Rich Interactive – video scripts
Rohoni – Amazon SEO listings; video script
Sublimotion – press kit
Targus – banners; emails; landing page; LinkedIn posts
Tech Data – emails; web pages; web content; scripts
Transparency – articles
Ultima – scripts
Upfluence – Turtl book; e-book; case study
Xerox – banners; battlecard; emails; landing page; LinkedIn posts

SEO writing for Amazon product listing: Rohoni kitchen products

Here's a sample of copy written for an Amazon Seller in the USA, incorporating SEO and keyword-rich content.



Evaluation result
8.33 of 10

ROHONI Wooden Salad Bowl Set with Tongs - 12" Large Serving Bowl for Salad, Fruit, Pasta or Popcorn

[Visit the Rohoni Store](#)
★★★★★ 1 rating

Price: **\$64.97** + No Import Fees Deposit & \$15.03 Shipping to United Kingdom [Details](#)

Sales taxes may apply at checkout

Color	Mango Wood
Pattern	Solid
Item Dimensions LxWxH	12 x 12 x 4 inches
Is Dishwasher Safe	No
Is Microwaveable	No

About this item

- Love this beautiful natural mango wood salad bowl. Large 12 inch diameter, 4 inch deep, 1.5 lbs
- Enjoy salads, pasta, fruit or popcorn with your family in this elegant handmade serving bowl
- Handy 12 inch mango wood fork and spoon servers included for tossing salad or serving
- Give the planet a break by choosing this wooden bowl from a sustainable source. Seasoned mango wood is the natural by-product of a used fruit-bearing tree, so it's more sustainable than other woods
- Feel good supporting artisan crafts for lovely people by lovely people

[Compare with similar items](#)
 [Report incorrect product information.](#)

12-inch mango wood servers included.



Love your food in your lovely salad bowl

A natural mango wood salad, pasta, fruit or mixing bowl has to be one of the most elegant – and versatile – utensils in any kitchen. There's so much you can do with it when it comes to preparing your food – not to mention the joy of serving and eating from it.

At ROHONI, when we aren't using our beautiful, decorative large wooden salad bowl to mix up a pasta with yummy sauce, toss an eclectic salad or mix a juicy fruit salad, we like to use it for lots of delicious popcorn (a favourite of ours).

It comes in a nice box so great as a gift, too.

Why you'll love this bowl

You can use this beautiful large mango wood bowl for salad, fruit, pasta, or for simply mixing or serving food.

You can even use it as a popcorn or nachos bowl. Whatever you use your attractive bowl for, it's a welcome invitation to enjoy its food. It also makes an enchanting centrepiece on a table or counter.



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Bowl size and shape

This bowl is handmade. It's a large round deep dish measuring 12 inches in diameter and a generous 4 inches deep. It's sturdy with a wide base so it won't wobble or topple like some other bowls.

Depending on serving sizes, a full bowl of salad can serve 6-8 people.

Wooden tongs included

There's also a matching pair of mango wood tongs (also known as servers). These are about 12 inches long, the perfect size for mixing, scooping, and helping others to your delicious food.



Love and care for your salad bowl

Be kind to your lovely mango wood salad bowl and it'll serve you loyally for many years.

It's easy to clean, but please wash it by hand with mild detergent.

Natural wooden bowls and tongs like these should not be cleaned in a dishwasher or put in a microwave.

Wood is good

Treated with care and kindness, a mango wood salad bowl like this can last a long time and age beautifully, making it an elegant addition to your kitchen and serving table.

Enjoy its varied tones and interesting grain, its character and its uniqueness.

When you aren't using it as a salad bowl, it can sit in the centre of your table as a wooden fruit bowl.



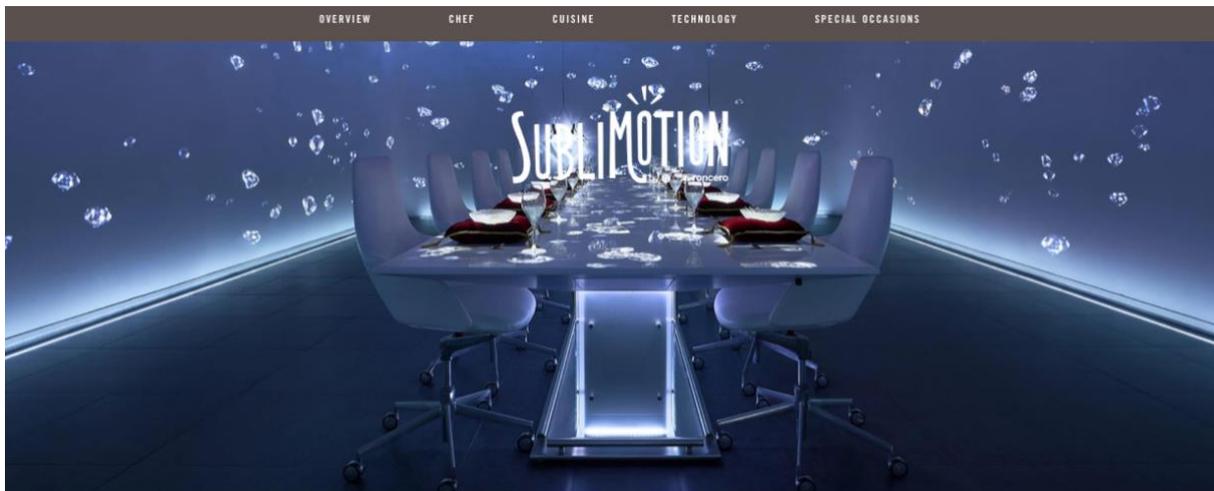
Good for the soul

The world's not in great shape. It's time we started giving back more than we take. To grow more than we destroy. To care more about what we buy and consume. To choose things that are made sustainably, rather than using rare or depleting resources.

But it's about more than the physical. It's about feeling and joy and happiness. It's about soul.

That's why we started ROHONI. It means *in the soul* in Swahili. And it's why our aim is to put heart and soul into everything we do and everything we create.

Web content: Sublimotion at Mandarin Oriental



— SUBLIMOTION

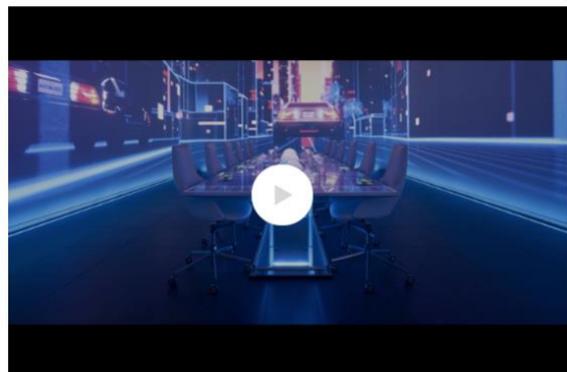
The curtain's up on magical culinary extravaganza Sublimotion

Sublimotion

Sublimotion is an unparalleled multi-sensory journey, offering just 12 diners round one table an unprecedented dining experience through culinary art and technological innovation.

Diners are welcomed into the exciting world of molecular gastronomy and haute cuisine where innovation, art and technology combine to create dramatic culinary delights in an original and compelling atmosphere.

The extraordinary Sublimotion, which opened to instant renown in an exclusive space in Ibiza in 2014, is the brainchild of Paco Roncero, chef and owner of two-Michelin-starred Paco Roncero Restaurante in Madrid, accompanied by co-founder and creative director Eduardo Gonzales of Vega Factory.



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The show includes 360-degree screens to stimulate diners' senses with imagery projected onto every surface, from the walls to the table. It's a spectacular hi-tech show around a fantastic epicurean encounter that quite literally turns the dining room into a stage, the staff into actors and the lucky diners into stars.

Dress code: Smart elegant or national attire. We respectfully ask guests to refrain from wearing sportswear, beachwear, torn jeans and flip flops. Long pants are required.

For information, please email sublimotiondubai@mohg.com and follow us on instagram [@sublimotiondubai](https://www.instagram.com/sublimotiondubai).

🕒 **FIRST SEATING** 6:30PM

🕒 **SECOND SEATING** 9:30PM

☎ **PHONE** +971 4 777 2250

📱 **WHAT'S APP** +971 56 603 1270

✉ **EMAIL** [SUBLIMOTIONDUBAI@MOHG.COM](mailto:sublimotiondubai@mohg.com)

Magical Sublimotion

CULINARY ASPIRATIONS

True to the culinary aspirations of **Mandarin Oriental Jumeira, Dubai** and guest chef Paco Roncero, famed for his two-Michelin-starred restaurant, the dining itself is at the very heart of the magical Sublimotion.

However, with mystery and surprise as essential ingredients, the Sublimotion cuisine and menu are closely guarded secrets. This is because the performance and presentation of the fare are key to the dining experience.

[LEARN MORE](#)





EXCITING JOURNEY

Experience it first-hand

Leaving aside the fact that there are at least 25 people involved in a Sublimotion performance and the presentation of its food to the 12 diners present, there's an impressive amount of high-tech activity in the background and foreground.

The team consists of brilliant designers, engineers, stage directors, composers, illusionists and actors, inspired by Paco Roncero, chef and owner of a two-Michelin-starred restaurant.

The whole Sublimotion performance is an exciting journey in time and space, which can really only be explained by those lucky enough to experience it first-hand.

[LEARN MORE](#)

PIONEERING FOUNDER

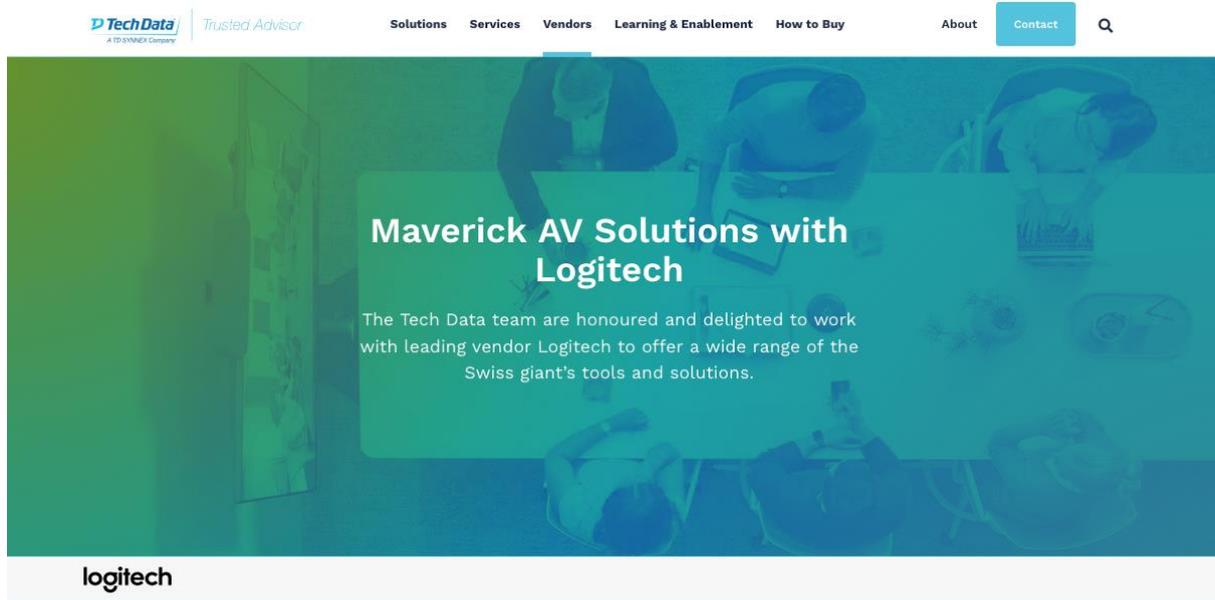
Pioneering Founder

The pioneering founder of the Sublimotion dining concept, Chef Paco Roncero, uses his passion for art and technology to bring together his love of fine food with the drama and delight of a social eating occasion. Chef Paco is a leading representative of the Spanish culinary art both locally and internationally. He believes that technical and creative art is reflected not only in the style of cuisine but also in the way fine food is offered as a unique sensory experience.

[LEARN MORE](#)



Web content: Tech Data Logitech



We're all working just about everywhere these days.

The tools we use need to be versatile enough for all kinds of users, in all sorts of environments. Whether it's working in the office, working remotely at home or in transit, we need tools to be adaptable to different users, different workspaces and different tasks while retaining secure connectivity, useful functionality, and the assurance of business continuity.

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A TO SIEMENS COMPANY

Solutions Services Vendors Learning & Enablement How to Buy About **Contact** Q

logitech

Logitech and Tech Data

The Tech Data team are honoured and delighted to work with leading vendor Logitech to offer a wide range of tools and solutions.

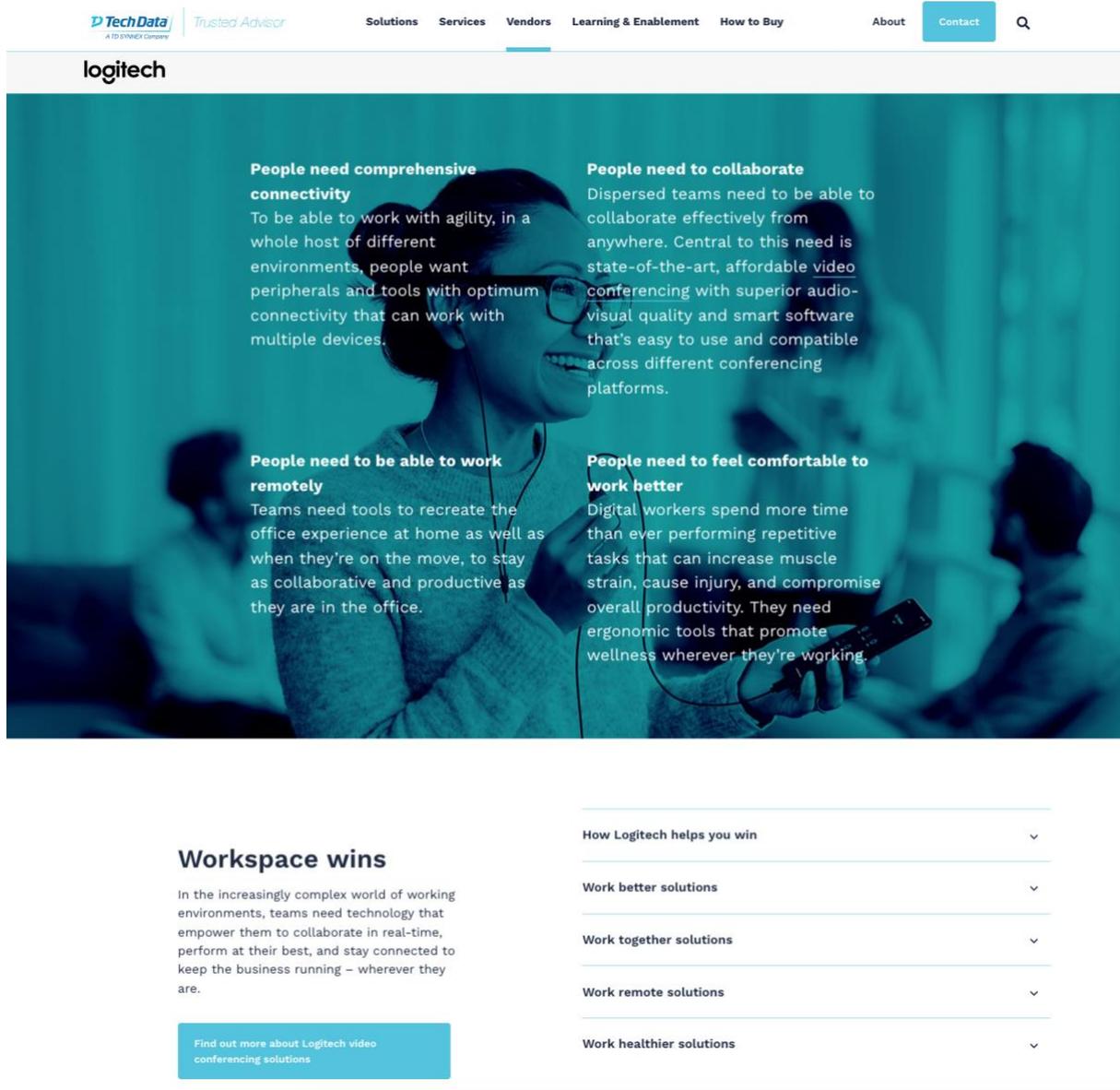
The impressive Logitech portfolio includes premium video conferencing hardware, and a wide range of popular ergonomic peripherals.

As a partner, the compelling benefits of Tech Data for Logitech include:

- ✓ Full Logitech portfolio, from mice, keyboards, and headsets to full video conferencing room solutions (including Maverick AV Solutions)
- ✓ The portfolio of products covers retail/consumer and enterprise-focused products, as well as the video conferencing range
- ✓ Easy-to-order complete end-user solutions, for both PC and audio-visual vendors
- ✓ All the comprehensive support you usually expect from Tech Data
- ✓ Product specialists across both peripherals and the Maverick AV Solutions Business Units to support your specialist enquiries
- ✓ Competitive InTouch pricing and freight discounts



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TechData | Trusted Advisor
A 100% owned company

Solutions Services Vendors Learning & Enablement How to Buy About Contact Q

logitech

People need comprehensive connectivity
To be able to work with agility, in a whole host of different environments, people want peripherals and tools with optimum connectivity that can work with multiple devices.

People need to collaborate
Dispersed teams need to be able to collaborate effectively from anywhere. Central to this need is state-of-the-art, affordable video conferencing with superior audio-visual quality and smart software that's easy to use and compatible across different conferencing platforms.

People need to be able to work remotely
Teams need tools to recreate the office experience at home as well as when they're on the move, to stay as collaborative and productive as they are in the office.

People need to feel comfortable to work better
Digital workers spend more time than ever performing repetitive tasks that can increase muscle strain, cause injury, and compromise overall productivity. They need ergonomic tools that promote wellness wherever they're working.

Workspace wins
In the increasingly complex world of working environments, teams need technology that empower them to collaborate in real-time, perform at their best, and stay connected to keep the business running – wherever they are.

Find out more about Logitech video conferencing solutions

- How Logitech helps you win
- Work better solutions
- Work together solutions
- Work remote solutions
- Work healthier solutions

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logitech

Workspace wins

In the increasingly complex world of working environments, teams need technology that empower them to collaborate in real-time, perform at their best, and stay connected to keep the business running – wherever they are.

[Find out more about Logitech video conferencing solutions](#)

How Logitech helps you win

Secure powerful wins for your business and your customers:

- 1 Universally compatible devices for leading operating systems and apps
- 2 Unbeatable long-term value with devices that are durable, reliable, and cost-efficient
- 3 Frictionless use with devices that are easy to deploy and familiar to use
- 4 Relentless innovation in the workspace to improve performance
- 5 Design users love these devices because they're powerful, beautiful and effortless to use

Logitech have core collections and a wellness selection focused on the needs of the modern-day digital worker.

Work better solutions

Innovative performance devices for creators, makers, and doers – optimised for distinct user needs and desktop configurations.

Software empowered intelligent peripherals that:

- ✓ Reduce clutter and improve aesthetics
- ✓ Are universally compatible
- ✓ Enable control of multiple screens using one device
- ✓ Improve workflow with advanced pre-sets for leading software

Work together solutions

In the modern world of working, video conferencing has become an essential collaboration tool. Teams in different locations need to be able to connect to video easily.

[Find out more about Logitech video conferencing solutions](#)

Work remote solutions

Many people now work at home or on-the-go, and they need the best tools to help them stay collaborative and productive. Tools that are wireless, effortless and portable.

Make remote working work with devices that are:

- ✓ Easy to use
- ✓ Seamlessly compatible
- ✓ Wire-free connectivity enabled
- ✓ Powered to perform longer
- ✓ Built to last for heavy daily use
- ✓ Ergonomically conscious.

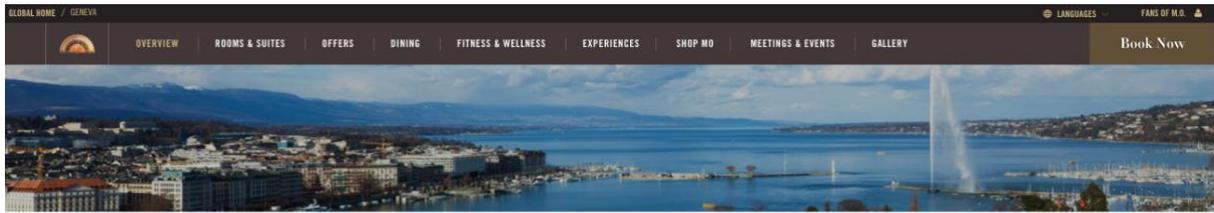
Work healthier solutions

Digital workers are vulnerable to repetitive tasks that can increase muscle strain, cause injury and compromise productivity. The Ergo Series is designed to reduce key muscle activity and improve overall posture and comfort.

Ergonomic design for wellbeing and performance that:

- ✓ Encourages natural ergonomic posture
- ✓ Reduces muscle activity and strain
- ✓ Is based on scientifically proven optimal ergonomic forms
- ✓ Is comfortable to use
- ✓ Is favoured by 9 out of 10 users.

Web content: Mandarin Oriental, Geneva



Activities & Recreation

There's so much to do and enjoy in and around Geneva. Whether it's exploring the magnificent expanse of Lake Geneva, the soaring Alps, the city's fascinating museums, the beautiful botanical gardens, the colourful outdoor markets or world-famous chocolate creations. It's all here.

Photo credit: © Geneva Tourisme © www.geneve.com

Old Town

Geneva has the largest historic city centre in Switzerland, hiding a Gothic labyrinth of cobbled streets, authentic buildings embellished with beautiful facades and picturesque squares.

A short walk from the city centre is Geneva's theatre district and cultural centre where you can see the oldest house in the city, Maison Tavel, and the beautiful Bastions Park with its famous Reformation Wall. The area has lots of ancestral cafés and restaurants, art galleries, museums and, of course, shops.

Climb 157 steps to the top of the historical Saint Peter's Cathedral tower for a breathtaking panorama of the city of Calvin and its beautiful lake.

< >

1 of 6



Outdoors Sports

[INTRODUCTION](#) [BIKING](#) [WATERSPORTS](#) [HIKING](#) [PARAGLIDING](#) [RUNNING](#) [WINTER SPORTS](#)

Geneva is a delight for nature and outdoor sports fanatics. Whatever your skill level, whether you're a runner, a cyclist, a swimmer, a hiker, a skier or simply a sporty person, there are many activities for you in and outside the city.

You can choose to be guided and led by experts or professional trainers or just get out there on your own and explore this marvellous region. Our concierge team would be pleased to help you plan a unique and unforgettable itinerary and recommend some 'must-do' experiences and the 'must-see' spots.



Time for yourself

[INTRODUCTION](#) [BELLEFONTAINE SWITZERLAND](#) [PERSONAL TRAINING](#) [YOGA](#)

Keep healthy and refreshed with our fully-equipped fitness centre, sauna and hammam. You can have personal training sessions or yoga classes with a private coach or on your own using an online video. Or just pamper yourself with a massage or beauty treatment.

[VIEW DETAILS](#)



Family Time

INTRODUCTION **LITTLE FANS KIDS CLUB** **ROOMS** **KID'S TREATS** **OUTDOOR ACTIVITIES**

Geneva is the perfect destination for a memorable family holiday.

The hotel features spacious family rooms as well as a variety of connecting options. The Kids Club will put a smile on every Little Fan's face with its various activities for creative minds or little athletes throughout the day.

Children will love Geneva's beaches in the summer, including the Baby Plage for the youngest ones. There's also sledding in the nearby ski resorts in the winter, tree climbing, canoeing on the Rhône, as well as guided family tours or fun hikes.

Babysitters can be hired, and pushchairs, car seats and cribs are available.



Geneva's DNA

INTRODUCTION **WATCHMAKING** **CHOCOLATE** **SHOPPING** **INTERNATIONAL GENEVA** **MUSEUMS**

Geneva is your resort city.

An introduction to our city with some fun facts

- The Jet d'Eau water fountain was never intended to be a fountain – it was originally a safety valve for a hydraulic power network.
- Public transportation is free of charge for all hotel guests, including the scenic little yellow passenger ferries.
- Geneva has the longest wooden bench in the world.
- Summer animations include a complimentary open-air cinema and sunrise morning concerts.
- The World Wide Web was created by Tim Berners-Lee in 1989 while working at CERN in Geneva.



Social media: LinkedIn posts for various brands

<xx>

Image wording: Here's how to get the know-how now free of charge with a <xx>

An 'insider knowledge' (pun intended) alert for you.

Famous <xx>'s digital version <xx>is now free with every new <xx>.

That means happy teachers, happy students, happy parents – happy everyone!

*

Image wording: Learn more about how to access free knowledge with <xx>

Knowledge is power.

It's even more powerful when it's <xx>'s digital version <xx>, free of charge with every new <xx>.

All you have to do is buy a <xx>, register and start learning.

*

Image wording: Learn how to learn the easy way with free <xx> on a <xx>

Question: What do you get when you cross the font of all knowledge with cutting-edge technology?

Answer: <xx>'s digital version <xx> free of charge on a new <xx>.

*

<xx>

Image wording: Self-promotion

Question: can a printer sell itself?

Answer: we aren't sure but think <xx> might have the answer.

Check out the new range of awesome smart printers from <xx>.

All with one-year warranty.

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Writing samples

*

Image wording: L'amour

Question: how do you sell a printer?

Answer: offer your customers one they'll love.

Check out the new range of awesome smart printers from <xx>.

All with one-year warranty.

*

Image wording: Here's a riddle

Question: what's mean and green?

Answer: a machine, when it's a <xx> printer.

Check out the new range of awesome smart printers from <xx>.

All with one-year warranty.

*

<xx>

Image wording: Sleek, sustainable, safe and strong. Carrying case discounts now available.

Did you know you can save up to xx% on selected <xx> carrying cases and monitors?

Yes, that's right. Across a range of backpacks, briefcases and sleeves. They're eco-friendly, tech-savvy and strong. Also discounted are the <xx> and the <xx>.

*

Image wording: Looking good. Feeling good. Protect the device, and the environment.

Dell discounts – up to xx% on a range of carrying cases and monitors.

There are 18 carrying cases and 2 big <xx> monitors with discounts. Hurry now, while stocks last. Discount offer ends <date>.

Guy Nicholls
Writing samples

*

Image wording: Back to school. Back to work. It's a great time to sell <xx> discounts.

Sustainability sells well with <xx>, especially when it comes to carrying cases. Their making now uses 90% less water (when dyeing), 62% less in carbon emissions and 29% less energy.

And you pay less with up to xx% current discounts on selected cases and monitors. Offer ends <date>.

*

<xx>

Image wording: Deliver the need for clean. From homeworking to the office, and everywhere in between.

<xx> accessories are infused with <xx>, ensuring your customers protect their staff wherever they choose to work. Choose these in-demand <xx> products on <xx>.

Buy now

*

Image wording: Eco-friendly tech protection from <xx>

Commit to boosting your green credentials with <xx> accessories. Made from post-consumer waste and biodegradable plastics, their <xx> range protects both the user's devices and the planet. Choose these in-demand <xx> products on <xx>.

Buy now

*

Image wording: With <xx>, there's no such thing as dirty work.

Superior device protection, made of up to x% eco-friendly content, and infused with antimicrobial protection: wherever and however your customers choose to work, <xx> has them covered. Choose these in-demand <xx> products on <xx>.

Buy now

*

Guy Nicholls
Writing samples

<xx>

Image wording: Make networking affordable and easy for your customers

Save up to xx% on selected <xx> access points and switches with <xx>.

Your SMB customers will like <xx> because it's affordable, trustworthy, secure, easy to set up and easy to use.

Buy now

*

Image wording: SMB customers want easy secure networking. So give it to them.

Enjoy up to xx% discount on selling <xx>.

Your SMB customers want wired and wireless networking that's easy to set up, reliable, secure, and high performing. So give it to them.

Buy now

*

<xx>

Image wording: Ace it with <xx> and save up to xx%

Did you know you can save up to xx% on selected <xx> monitors?

Yes, that's right. We're getting weekly stock in so you can enjoy fast fulfilment and clear lead times for speedy selling.

Buy now

*

Image wording: Monitor this... xx% off <xx> units plus fast fulfilment

<xx> discounts – up to xx% on a range of classy <xx> monitors.

There are 10 monitors with discounts, including the popular best-value <xx> and <xx>. Also, a whopping <xx> for creatives.

Lots of stock in, fast fulfilment and clear lead times to help your sales.

Guy Nicholls
Writing samples

Buy now

*

<xx>

Image wording: Dazzling discounts on <xx>

Did you know you can save up to xx% on selected <xx> laptops?

Yes, that's right. Across a range of <xx> and <xx> laptops (two of which have been recommended by <xx>). There's good stock availability and more incoming. No MOQs. Short lead time of only 3-4 weeks on build-to-order units. First-year reliability guarantee on certain models.

Image wording: Big selection and big discounts on <xx>

Save up to xx% before xx

The latest selection of <xx> laptops include discounts of up to xx%. This range of laptops cover entry-level (education), mid-range, and the high-end built-to-order <xx> Series. They look good, too – sturdy and hip for students, smart and professional for professionals. Colours include black, dark blue and mystic blue.

Image wording: Stock up on popular <xx> laptops

And save up to xx%

Apart from the substantial stock availability, super-fast build-to-order timescales and competitive pricing, these are innovative, highly reliable, award-winning laptops. All are <xx> tested.

Banners: various brands

(Brand details redacted)

<xx>

Knowledge is power.
It's also now free with <xx> on a <xx>.

<xx>

Who's new on the block?
And smart and well connected.
The fast new printers from <xx>.

*

Know how to boost sales?
Sell something mighty, multifunctional,
modest and upwardly mobile.

*

How do you improve your eco-footprint?
Sell the new-generation <xx>
<xx> partner of the year USA.

<xx>

Discounts available on <xx> cases and monitors.
Find out more.

Animated banner 1:

Slide 1: Know what <xx> has done for sustainability on these discounted cases?
Slide 2: They make them using 90% less water (when dyeing), 62% less in carbon emissions
and 29% less energy.
Slide 3 Find out more.

Animated banner 2:

Slide 1: O brave new world – that has such cases in't!
Slide 2: Protecting devices, and helping to protect the environment. Up to xx% discount on
selected cases.
Slide 3 Find out more.

Animated banner 3:

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Slide 1: Look good. Feel comfortable. Feel good. With <xx>.

Slide 2: Up to xx% discounts on certain carrying cases.

Slide 3 Find out more.

<xx>

Discover <xx> accessories for work everywhere.

A new standard of clean. Sustainability as standard.

Sell stylish and sustainable back-to-work products and increase your sales!

Buy now

*

Animated banner 1:

Slide 1 <xx> accessories featuring antimicrobial protection.

Slide 2 Don't miss out on these in-demand back-to-work <xx> products

Buy now

*

Animated banner 2:

Slide 1 The <xx> accessories range: infused with <xx>.

Slide 2 Support you customers' transition to safe hybrid working.

Slide 3 Sell these in-demand back-to-work <xx> products

Buy now

<xx>

<xx>: fast, reliable, secure networking.

Save up to xx% on selected units

Shop now

*

Animated banner:

Slide 1: <xx>: easy set-up networking for SMBs

Slide 2: Enjoy up to xx% discount

Slide 3: Shop now

*

<xx>

<xx> up to xx% off

Enjoy fast fulfilment too

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*

Animated banner 1:
Slide 1: Screen dream...
Slide 2: Save up to xx% on <xx> monitors
Slide 3: Buy now

*

Animated banner 2:
Slide 1: Ace it with <xx>
Slide 2: Monitors up to xx% off + fast fulfilment.
Slide 3: Shop now

*

<xx>

Discounts of up to xx% on <xx>.
Visit <xx> for more.
Buy now

*

Animated banner 1:
Slide 1: Delightful <xx> discounts
Slide 2: Up to xx% off selected models
Slide 3: Buy now

*

Animated banner 2:
Slide 1: Sell <xx> and <xx>
Slide 2: Save up to xx%. No MOQ.
Slide 3: Shop now

Web case study (+ video scripts + social media): Microsoft Business

Travel Corporation Case Study

Microsoft Dynamics CRM helps a travel giant centralise its sales and customer retention

“It’s all now centralised, backed up, managed, consistent – giving us control across all our brands and regions.”

Alan Cox, Information Management Director, The Travel Corporation

Established in the 1940s, The Travel Corporation is a highly successful international travel group with 24 award-winning brands and a turnover of about £2 billion. It operates in 60 countries and has over 35 offices with more than 4,000 team members serving over 1 million customers a year.

Extraordinary as it may seem, there was a time when The Travel Corporation ran much of its extensive sales management and customer communications on a verbal or manual basis.

Broadly speaking, the company has three types of customer: the travel agent, the consultant and the consumer or end user who actually gets to go on the trip.

Business needs

It was a major challenge for The Travel Corporation to know what its agents and consultants were working on and how they were getting on – vital information to help The Travel Corporation run its business smoothly, generate revenue and plan future growth.

“If I visited one agency four times and another agency ten times, did the sales represent a response to this?” asks Alan Cox, Information Management Director of The Travel Corporation.

As for its end users, any relationship management with customers was based around individual staff. If they left, the customer relationship – and its retention – suffered. But it wasn’t just a problem of dealing with staff changes. “There wasn’t any deep intelligence and knowledge about our customers,” says Cox.

The Travel Corporation needed a centralised automated sales system and a customer retention system to learn more about, and care for, its customer base. No mean task, given the size of the company and its global reach.

The solution

The Travel Corporation chose Microsoft Dynamics CRM to reorganise and run its sales management and customer retention operations. There are 500 users within the company.

“We started in 2006 with CRM 3.0 with a business-to-business element for our sales managers – where they could assign agencies and agents to territories so they could start to record details of their activities and produce sales and management reports to understand the activities of the agents and agencies in their area,” Cox explains.

He continues, “Nowadays, we’re on CRM 4.0 and we’ve recently implemented centralised tools for our sales managers and customer service teams so we could better handle customer feedback and act accordingly. We had centralised complaints, praise and customer service issues and increased awareness of these amongst sales managers so they were fully briefed before meeting customers – great for customer care.”

Microsoft Dynamics CRM also enabled a centralised dashboard for the executives so they could see sales figures and management information at a glance – broken down however they wanted.

Finally, the company used Microsoft Dynamics CRM to build a lead management system and gain a better understanding of the customer journey.

Benefits

Thanks to Microsoft Dynamics CRM, The Travel Corporation was able to easily understand who its top-selling agents and agencies were around the world and what kinds of products they were selling year-on-year, using which brochures and sales tools. The company also got comprehensive sales and management reporting and tracking systems.

Crucially, Microsoft Dynamics CRM helped The Travel Corporation get to know its customers better.

Centralised sales and management information

“It’s all now centralised, backed up, managed, consistent – giving us control across all our brands and regions,” says Cox. He continues, “We could understand behaviours and trends and start to recognise people who were doing repeat business with us, across all our types of customers... and then we were able to tailor future correspondence and activities accordingly.”

Better customer service

“We can now send out personalised emails to customers about their trip, co-branded with our agent. This makes us all look good, and it’s a better experience for customers,” Cox explains, “and our analytics show better deliverability and improved open rates.”

Better decision making

Gone are the days of tired data that isn't as accurate and timely as it could be. As for the sales teams, they've become a more effective force, with lots of information at their fingertips to help them plan and make informed decisions about which customers to see and what to say to them.

New staff get up to speed fast

"Using CRM, replacement staff are able to pick up on the recent customer history and quickly understand where everything's at," says Cox. This means more efficient sales visits and improved customer experience.

More information for better management

With better visibility of team and team member activities, managers can react more effectively to personnel changes and issues.

More flexible sales management

As managers find it easier to assign agencies to tasks or campaigns using a set of assignment rules, they can be more efficient and spend less of their time on admin.

Better customer profiles

"We can better understand our customers' activity, their behaviour, their preferences – and we can customise and tailor communications and activities with them accordingly," says Cox.

Easier navigation

With Microsoft Dynamics CRM, it's easy to find your way around the system.

"We've got accounts we use for travel agencies, contacts for consultants and consumers. And, when you go into one of these entities, you can see all related info, such as bookings they've made and brochures they've ordered," says Cox.

Better sales forecasting

The Travel Corporation's main planning now takes place on an annual basis and is then constantly and easily updated.

"We can look over the year's production, set targets at a territory or key partner level and then monitor progress towards those targets," says Cox.

Better time and travel planning

Integration with Microsoft Street and Trips for itinerary issues, such as route planning and mileage, is easy, saving time and energy.

Better lead management

“We can now get customer feedback and immediately point it to the agent who has a relationship with that customer,” says Cox.

Better view of campaign strategies’ ROI

“It’s now so much easier comparing the cost of executing a DM piece or campaign and then running a report to see who booked as a result. This intelligence is allowing us to begin to improve our segmentation strategies,” says Cox, concluding, “and we know our customers better”.

Twitter (140)

Find out how Microsoft Dynamics helped a travel giant centralise sales and improve customer retention. <url>

Facebook and LinkedIn (420)

Thanks to Microsoft Dynamics, The Travel Corporation got deep intelligence and knowledge. Crucially, it got to know its customers better.

“We can better understand our customers’ activity, their behaviour, their preferences – and we can customise and tailor communications and activities with them accordingly,” says Cox, Information Management Director, The Travel Corporation.

Read the full story at <url>

Blog summary

[If heading needed: travel giant centralises sales and boosts customer retention]

The Travel Corporation needed centralised control across all its brands and regions, no mean task given the size of the company and its global reach.

The solution was Microsoft Dynamics CRM. “Nowadays,” Cox explains, “we’re on CRM 4.0 and we’ve recently implemented centralised tools for our sales managers and customer service teams.” The company has also used Microsoft Dynamics CRM to build a lead management system and gain a better understanding of the customer journey.

Benefits

Thanks to Microsoft Dynamics CRM, The Travel Corporation was able to easily understand who its top-selling agents and agencies were, what kinds of products they were selling, and using

Guy Nicholls
Writing samples

which sales tools. The company got comprehensive sales and management reporting and tracking systems and, crucially, it got to know its customers better.

“We had centralised complaints, praise and customer service issues and increased awareness of these amongst sales managers so they were fully briefed before meeting customers – great for customer care,” Cox concludes.

Read the full story at <url>

Sláinte Case Study

Microsoft Dynamics NAV helps software provider understand its cost base for rapid growth

“One of the big risks of a company growing as quickly as us is that, if you grow too quickly, you don’t understand your cost base – that’s not going to happen now we have NAV. I think the future is very bright.”

Andrew Murphy, CEO, Sláinte Healthcare

Founded in 2006, Sláinte Healthcare is a rapidly expanding provider of technology and services to the acute healthcare sector. Headquartered in Dublin, Ireland, and with a presence in UK, the Middle East, the USA, Australia and Asia, Sláinte helps hospitals maximise their clinical and operational performance through the use of its technology platforms.

Business needs

Sláinte grew rapidly in seven years, from being a local Dublin company with one employee to an international organisation with over 70 employees, across six countries. To maintain this growth, it needed fast and accurate account information so it could make the necessary rapid investment, sales and marketing decisions.

Ongoing investment decisions were based on profitability by product – and, to make informed decisions, the software company needed product-by-product, month-by-month analysis.

Also, as an international organisation, Sláinte needed a robust accounting solution that could easily manage accounts across countries and currencies, saving time on doing it all manually.

The solution

Sláinte chose Microsoft Dynamics NAV. Not only could the system do everything Sláinte wanted, it’s also future proof and can grow with the company and any new demands.

Sláinte also liked that Microsoft Dynamics NAV is so easy to set up.

“I was very pleasantly surprised at how easy it all was. The rapid-start functionality of NAV 2013 is great,” says Andrew Murphy, CEO, Sláinte Healthcare. He continues, “When you look through the set-up list, it looks as if it would all take a long time but, because of the usability of the system, it all went far smoother than we ever expected.”

Sláinte chose Microsoft partner Ciall to implement the new system.

“Not only do they have the technical capability, but also their principals are chartered accountants. They understand all the nuances within business, and Ciall runs its own business

using NAV. That gives a lot of comfort for me,” says Murphy, adding, “I cannot praise Ciall enough. I thought they were incredible to work with.”

Benefits

By investing in Microsoft Dynamics NAV, Sláinte has a leading-edge, multi-faceted, scalable platform, which gives the reassurance and confidence needed for fast growth.

Excellent integration

Microsoft Dynamics NAV gives Sláinte full desktop integration with most Microsoft applications, including Microsoft Word, Microsoft Excel, Microsoft OneNote and Microsoft SharePoint. Microsoft Dynamics NAV also integrates easily with SQL.

“NAV is the right product for Sláinte as they grow into additional territories or where their function requirements change... it’ll meet their requirements,” says Microsoft partner Ciall’s Michael Horgan.

Easy to learn and use

A fast-growing company recruits fast. And new people need to pick things up fast so as not to hold up progress.

“One of the big benefits we’ve seen with NAV is how quickly people got up to speed with using the system,” says Murphy.

Easy customisation

Because Microsoft Dynamics NAV is customisable, you can set things up the way you want them. This helps the Sláinte teams work more efficiently and it increases well-being and job satisfaction.

“You can make it do what you want really easily... I can do a lot on one screen, so I can get my information into my accounts very quickly,” explains Susan Ryan, Financial Controller at Sláinte.

Easy accounts control

As an international company, it’s very important for Sláinte to get fast, accurate overviews of its financial situation at any time.

“With NAV, I can see at the click of a button the accounts for the group, the UK, our Abu Dhabi office and our Australian office without any real effort whatsoever,” says Murphy.

Better decision making

Sláinte has big investment decisions to make all the time on research, development, sales and marketing budgets. Its people now have all the information they need on hand, at any time, in any of their offices.

“We’ve doubled in size every year for the last five years and, if we’re going to do that for the next five years, access to information to allow us to make really critical decisions on a fully informed basis is really important. We can do that now because we have Dynamics NAV 2013,” says Murphy.

Increased confidence

When you’re growing fast, you need a clear view of what’s working and what isn’t.

Murphy explains: “Profitability by product is very important – we can see profit month-by-month on a product-by-product basis... and this gives us confidence to keep up that investment.”

Less administration, more time savings

Sorting out employer returns and related transactions used to be a major time-consuming challenge for this international company. Not anymore.

“In Ireland, we have to file P30 employer returns once a month; it’s P32 in the UK and something else elsewhere. All these filings have strict time limits. With NAV, we can automate the filing and that takes out a huge amount of manual effort,” says Murphy.

He goes on, “I want people focusing on their core job and not have them tied up on a lot of administration... not filling out timesheets that need to be emailed around.”

More efficient billing

Paying bills is easy with Microsoft Dynamic NAV.

As James Heslin, Client Services Manager at Sláinte, points out, “You just select the company that you’re going to bill from your drop-down, and put in the times there and then. It’s great to have it all there in front of you. There’s a huge difference in the time being spent.”

Easy, automatic currency conversion

Being able to report activities in different currencies is good for Sláinte. Before Microsoft Dynamic NAV, Sláinte had to convert everything into the euro every month. This would cause a problem at the end of the year because the company had to reconcile all these currency changes.

Now, though, it runs in different currencies for different clients for different territories – and all this is handled seamlessly by NAV. “I think the future is very bright,” concludes Murphy.

Twitter (140)

Find out how Microsoft Dynamics helped a software provider understand its cost base for rapid growth. <url>

Facebook and LinkedIn (420)

Thanks to Microsoft Dynamics, Sláinte Healthcare gained the leading-edge, multi-faceted, scalable platform it needed for rapid growth.

“One of the big risks of a company growing as quickly as us is that, if you grow too quickly, you don’t understand your cost base – that’s not going to happen now we have NAV. I think the future is very bright,” says Andrew Murphy, CEO, Sláinte Healthcare.

Read the full story at <url>

Blog summary

[If heading needed: **Healthcare company understands its cost base for rapid growth**]

To maintain its growth, Sláinte Healthcare needed fast and accurate account information so it could make the necessary rapid investments, sales and marketing decisions.

The solution was Microsoft Dynamics NAV. Not only could the system do everything Sláinte wanted, it’s also future proof and can grow with the company and any new demands. It’s easy to set up, gives Sláinte full desktop integration with most Microsoft applications and integrates easily with SQL.

Benefits

Thanks to Microsoft Dynamics CRM, Sláinte Healthcare now has a leading-edge, multi-faceted, scalable platform, which gives the reassurance and confidence needed for fast growth.

“We’ve doubled in size every year for the last five years and, if we’re going to do that for the next five years, access to information to allow us to make really critical decisions on a fully informed basis is really important. We can do that now because we have Dynamics NAV 2013,” says Andrew Murphy, CEO, Sláinte Healthcare.

Read the full story at <url>

Web content help pages: Plusnet How to stay safe online

How to stay safe online

[Help](#) ▶ [Broadband](#) ▶ [Safety and security](#) ▶ How to stay safe online

The Internet is great for things like shopping, staying in touch with friends and keeping your finances in check. It can make things so much easier and quicker. And it means you don't have to go out in lousy weather. But even though you aren't venturing outside, you still need to be a bit streetwise.

Doing stuff online increases your chances of falling victim to things like hackers and scams, which can damage your files and steal your personal information or identity. Don't worry though, by following our guide you can be sure that you're doing everything you can to stay safe online.

One of the easiest ways to keep your email account safe is to get [Plusnet Protect powered by McAfee Security](#). Its anti-virus protection keeps you safe from Internet nasties like spam, viruses, hackers and spyware.

You can also control what those in your home or office can access online with [Plusnet SafeGuard](#). There's nothing to download and it's quick and easy to set up.

▼ What are the basics for staying safe online?

Follow these simple rules to immediately reduce the risk of falling foul of anything nasty on the Internet.

- Always keep your software and apps up to date.
- Don't install any software or apps unless you trust where they've come from.
- Run regular anti-virus and anti-malware scans on your computer or device.
- Use passwords that aren't easy for people to guess and don't share them with anyone.
- Don't connect to a wi-fi network that isn't secured.
- Be very wary of pop-ups that appear on your screen when you're browsing online.
- Never reply to an email that asks for your password, bank account details or personal information – we'll never ask you for these in an email and neither will your bank.
- Be suspicious of calls from people who want to access to your computer. If you're in any doubt, hang up and call the company they claim to be, using a number that you've found through one of their official channels.

Guy Nicholls Writing samples

- Be suspicious of calls from people who want to access to your computer. If you're in any doubt, hang up and call the company they claim to be, using a number that you've found through one of their official channels.
- Don't use websites that offer illegal film and music downloads – those downloads might be free, but they often come with malware or viruses.
- Remember people aren't always who they say they are – it's easy to pretend to be someone else online.
- Bear in mind that if something sounds too good to be true, it probably is.

▼ What security protection should I have?

Prevention is better than cure. So keep the bad things at bay by making sure your network's secure and your devices are protected.

Anti-virus protection

Get the latest anti-virus software. It'll come included with later versions of Windows (7 and above). For added peace of mind, consider getting [Plusnet Protect](#), which is our anti-virus protection. Then run regular scans to make sure everything's as it should be.

If you've got a Plusnet email address, you can enable anti-virus protection for your emails.

Firewall

All our routers have the firewall enabled by default. If you're using a non-Plusnet router, make sure the firewall's switched on. You can also switch on your broadband firewall.

Some more things you can do

Use an ad-blocker. Some online adverts contain links to malicious software that try to infect your computer.

When banking or shopping, look for the padlock symbol or 'https://' in your browser's address bar. It means you're using a secure connection, so what you're doing isn't being snooped on.

Don't connect things like USB sticks to your computer unless you know and trust where they've come from.

Back up your important files and settings. Then if the worst does happen, you'll be able to get back the things that are important to you.