

APO launches new website

The African Press Organisation (APO), a press release wire in Africa, and global media relations related to Africa, on Friday, 8 June 2012, unveiled its new website, www.apo-opa.org.



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The new site design provides online visitors with improvements in navigation, appearance and accessibility. It offers comprehensive information on all APO's services, and more.

The new website has a dedicated section for each of APO's eight media relations and consultancy services related to Africa, with:

- Press release distribution and monitoring
- Online press conference
- Interactive webcast
- Media interactions
- Strategic advice
- Public diplomacy
- Government relations
- Event promotion

Additional feature

A key feature of the new site also includes a "Resources for journalists" section.

"We are proud and excited to reveal our new website www.apo-opa.org, for which we already received great feedback. The design and organisation is a lot more user-friendly, it shows all the range of media relations and consultancy services offered by APO and will enable our existing and future clients to easily find what they are looking for.

Our new website also demonstrates that by engaging with journalists more intelligently, our clients save time, money and obtain better communication results, " said APO executive director, Eloïne Barry.

The launch of the new website is part of the APO's ongoing efforts to enhance the quality and availability of information to both journalists and communication professionals worldwide.

For more, visit: <https://www.bizcommunity.com>