



🕒 05 March 2019, 12:05 (CET)

TNW attendees working in PR were treated to a boat ride down the IJ at this years conference- to celebrate the launch of pr.co's magazine [Unfold](#).

Companies that attended included Patagonia, TOMs, Disney, Edelman PR and the Rembrandt museum.



Event attendees enjoyed the sun as Stefan Fountain introduced the magazine, which was created for people in PR to share knowledge and inspiration with each other- to reach their collective potential, and make a positive impact on the world.



Unfold's Editor in Chief Carmen Guillen also took to the stage to introduce the four topics covered by the magazine:

1. All the ingredients needed to build brands that matter
2. How to adapt to rapid technological change, as well as major changes in the PR and communications industry
3. How to build and nurture strong media relationships.
4. The practical and conceptual ingredients needed to connect with an audience.

Companies on board signed up to contribute to future issues and enjoyed discussions about the topics covered in issue one. The topic that provoked the most conversation was how technology is changing the face of PR.

An online magazine with helpful articles for communicators in a changing industry.

Our mission is to help professional communicators stay on top of changes in tech and communication, by sharing knowledge and resources with each other. Sign up for our monthly newsletter and never miss a new insight or helpful tip from an industry expert.

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Newest story — 12 days ago



BRAND BUILDING — 4 mins

What the next influential European brands will have in common

Looking to learn something specific? These are the **themes** we write about:

Brand Building

Changing Technologies

Media Relations

Reaching Your Audience

The tickets for the event quickly sold out, indicating a demand for local PR community events, and prompting pr.co to organise another boat ride for issue two.

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pr.co equips communication teams around the globe with the right tools to get their story told. Build newsrooms, write and edit news, publish press kits, manage contacts, pitch the media, and get automatically generated reports - in one tool. No matter whether you're a one-person show, or a globally active corporate; we've got your back.



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