

What's your purpose? PRLab partners up with pr.co for its meetup on brand activism.

Our friends from PR Labs are organizing another meetup about PR. We'll be joining as well on February 28th and have two great speakers talk about a favorite subject of ours: PURPOSE!



▲ PRLab Meetup Top

Topic: Brand Activism, from Purpose to Action

In this meetup we'll address brand activism and purpose-driven marketing. Get ready to learn from leading brands and top influencers the ins and outs of the most influential campaigns. This is the first time we'll address this topic.

Details:

Date: February 28th at 18:00 till 21:00

Location: TQ, Singel 542, Amsterdam

Speakers:

Adam Stones, founder of A'DAM Communications and managing director of BYCS.

Alette Boogman, Head of PR EMEA @ Toms Shoes.

Register here:



PRLab Meetup: Brand Activism, from Purpose to Action

[meetup.com](https://www.meetup.com)

About pr.co

pr.co builds (corporate) websites and software for the world's fastest-growing companies, including Just Eat Takeaway, WeTransfer, Remote, Dolby, and Polaroid. pr.co takes the spin out of public relations by equipping organizations with the right software, knowledge and partners to communicate transparently and build relationships based on trust, as consumers increasingly expect companies to operate ethically.

With pr.co's websites, journalists, customers, investors and other stakeholders get an in-depth view of an organization's mission, values, actions and developments. The pr.co platform helps organizations publish news, manage their international PR strategy, manage their contacts, do outreach and stream events online. In addition to technical support, pr.co customers get invaluable content support through one-on-one consultations and master classes from PR experts.

pr.co has donated their services to dozens of NGOs, including the Dutch National Food Bank Organization, the Dutch Council for Refugees, and ReNature.

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