



Zach Gerard – Associate Director

Technical innovation keeping the CCP a leader in the field
Public Affairs on National level

Zach started his career in acting and appeared in films such as Now You See Me 2 with Woody Harrelson, Daniel Radcliffe, Morgan Freeman and Sir Michael Caine. He is still active as a very successful voice artist and is the voice for our Virtual Exhibitions and Virtual Site Visits.

He moved over from acting to creative content and technology and invented our Virtual Site Visits with the use of drone footage and film material and he is the producer, director and editor of our highly successful Virtual Exhibitions.

Zach also heads up the production of our SEO platforms, Web content and interactive material on all our projects. He has a great interest in technology and his innovative and original ideas form the basis of our use of modern technology to reach far wider than previous methods.

In relation to PR, Zach and his team are experts in devising national strategies and implementing them to influence large groups of stakeholders. Their creative content is succinct, eye-catching and original in its content and they have on a number of occasions ran very successful campaigns communicating with all the Local Authorities in England.

The innovative products that Zach and his team devised using cutting edge technology has proved to be far more effective than traditional consultation methods. Utilising these products and techniques, we have helped a large number of clients to maintain business throughout the COVID - 19 pandemic. In relation to the use of technology in PR and PA, the CCP is one of the leaders in the field.

Specialist expertise

- Technologically innovative consultation and communication solutions
- Voice artist narrating films
- Experienced communications strategist
- SEO platforms specialist
- Nationwide Public Affairs projects

Geographic areas

- Across the UK

Achievements

- Invented a number of modern communications and consultation techniques to minimise cost and continue consultation throughout COVID - 19