

The Holmes Report is now PRovoke

Global public relations news company, The Holmes Report, has rebranded as PRovoke, a brand adopted by the Global Public Relations Summit three years ago.

The company was launched in January of 2000 by Paul Holmes and has over the past decade grown with editorial teams and contributors in different parts of the world, prompting the rebranding. "The company has not been about one person's perspective for quite some time, and we needed a brand that reflected the change," says founder and chair, Holmes.

The PRovoke brand will now be used for all of the company's content, website, conferences (the former IN2Summits) and annual events around the world, while the SABRE brand will continue to be used for the company's awards.

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