



## Laurelle Halford

### Alice Springs Manager

Laurelle manages our Alice Springs Office and service key clients in Central Australia.

Laurelle has lived and worked in Alice Springs for seven years in the tourism industry and government. She has most recently worked with Desert Knowledge Australia, guiding public relations and marketing on the project since its infancy.

She is a keen contributor to the community serving on various local committees and boards in an advisory or volunteer capacity. She serves as a director on the Tourism Central Australia Board.

Laurelle is a Member of the Public Relations Institute of Australia.

### Areas of expertise

- Communication planning
- Marketing communication
- Campaign management
- Account management

### Industry experience

- Tourism
- Government
- Research and education

### Key client assignments

- Alice Solar City
- Desert Knowledge Australia
- Various tourist operators



Think outside the circle.

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