



10 MINUTES WITH...

Glen King

PR extraordinaire Glen King has a unique connection to *Exeter Living*, her appearance in this magazine culminated in her appearing on one of the biggest TV shows in the country. Things didn't quite go according to plan though...

Hi Glen! How long have you been doing PR and what do you love about it?

I was lucky to be actively involved in the exciting and historical launch of The National Lottery in 1994; based at Rydon Lane in Exeter. As deputy regional centre manager for eight years, I paid out all the major lottery winners across the region and drank champagne every day and organised many charity events, something I've continued to do with my own company. I was trained as a media spokesperson for Camelot and the media loved meeting 'The Lottery Lady' as I was known. I have a lot to thank Camelot for as I set up my PR consultancy in 2005 and never looked back! I work with a diverse portfolio of sectors and clients with a specialist knowledge of the construction industry – I still get a thrill when I see a press release published, knowing that my client is getting the positive media coverage they deserve.

What qualities do you think make a top PR person?

You need to be adaptable, passionate

and respect the press. I take the time to get to know the editors individually; their preferred style of writing and wordcount, number of photographs etc. and develop close-working relationships. When I gain coverage for a client, I like to think of PR as a 'Personal Recommendation' for their business.

Ok, we can resist no longer, please tell us about your special connection to Exeter Living...

A massive fan of *Come Dine With Me*, I was excited they were looking for contestants in Exeter. Sadly, they told me they'd already selected four candidates, then I got the phone call – they'd seen my full-page profile in *Exeter Living* as a PR consultant and former media spokesperson for Camelot and wanted to interview me. Two producers rocked up at my home and felt I would add energy to the group – I was in!

Wow, cool! Tell us everything about filming Come Dine With Me and spare no details...

Filming took place in early March 2013

and broadcast in November. It was a tough and exhausting week, and yes, they really do film each night consecutively and in addition you're on camera for the menu reveal each morning at locations around the city. You each get a personal chauffeur picking you up from home at 4.30pm

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and arrive home around 2am!

Steven, Estelle, Richard, and Sarah were my co-contestants and we got on brilliantly and kept in touch. There were no nasty tactics, and the scoring was fair. I decided to relate my three-course dinner to my surname so created a menu of: Smoked mackerel pate with King prawns – main course was: Bejewelled crown of lamb and the dessert a Royal Delight with a splash of champagne!

I live in a three-storey townhouse and my host day was in the middle of the week. Preparations went well with no mishaps, so the TV crew wanted more drama and made a last-minute decision in the evening to move my guests from my kitchen/diner to the lounge, situated on the 2nd floor. They trapped me in the corner of the room so I couldn't get out, meaning after serving the starter I wasn't allowed back in my kitchen to check on things. The smoke alarm kicked-off because the carrots on the hob were burning and the oven was faulty, so the lamb was so raw even a good vet couldn't have brought it back to life.

It all went horribly wrong – but made great TV! I came spectacularly last, and Estelle was the worthy winner...

For more: www.gkpr.co.uk



Glen and her *Come Dine With Me* pals