

Press Release – 29th March 2011

Irish Security Industry Association (ISIA) Appoints Communications Director

The Irish Security Industry Association has appointed a new Communications Director, Sarah O'Donnell. Sarah was previously employed by Certification Europe, an Irish indigenous certification body, as their Marketing and Business Development manager and was with them from 2003 until joining the ISIA this month.

Sarah will now be working with the ISIA's council of management to develop a marketing and communications plan that will aim to increase awareness of the ISIA brand, the standards its members adhere to while also focusing on the growth and development of opportunities for the private security industry.

The ISIA is a long established members association, founded in 1972, representing 75% of the security industry in terms of turnover and 60% of the security industry employees. The Association covers the full range of security services, Guarding Services, Event Security, Door Supervision, CIT, Systems installations, Monitoring, Gates/Locks/Safes and Security Consultants. The association's members meet the highest standards in the industry, having developed their own quality scheme, QUALSEC, which is only available to members and is met in addition to the regulatory requirements of the Private Security Authority.

Sarah begins her appointment at the same time as the ISIA has elected a new President, John Lawlor, who is Managing Director of Synergy Security. John Lawlor was appointed as President at the ISIA's recent AGM and a luncheon was held in his honour which was attended by guests such as the Garda Commissioner, Martin Callinan and Ronan King, Chairman of the Private Security Authority.

For further information:

Sarah O'Donnell, Communications Director, ISIA

Email: sarahodonnell@isia.ie

Mobile: 087-2229127

Photos Attached

- Sarah O'Donnell
- J0228850162 – Left to Right: John Lawlor, President, ISIA; Sarah O'Donnell, Communications Director, ISIA
- J0228850197 – Left to Right: Sarah O'Donnell, Communications Director, ISIA, John Lawlor, President, ISIA; Martin Callinan, Garda Commissioner.