

YOUR PUBLIC RELATIONS
AND COMMUNICATION AGENCY



Clear messages are convincing!

Be it in an employee newsletter or a TV appearance, in a brochure or in your ad campaign, we write press releases, implement communication tools and train you for your media appearances.



THE COMMUNICATION STRATEGY IS THE
FOUNDATION OF THE ASSIGNMENT

From the strategy to the communication concept

The communications strategy is the basic pillar for a successful operation

Today's business environment is ever-changing and at quite a speed. New customers, suppliers and/or competitors are emerging and, in addition to private companies, state organizations such as the federal authorities are also being required to react quickly to changes.

- Demand for clear communication and increased transparency of own activities in the public sphere
- Changing interaction with external partners, e.g. with other federal offices which may be pursuing partly conflicting objectives
- Execution of a reorganization, positioning of leadership roles (both internal and external)
- The emergence or strengthening of new lobby groups and interested parties
- Rapid implementation as well as communication of international agreements in Switzerland
- Adoption of new legal tasks

In order to operate successfully in a changing environment, the communications strategy is the fundamental groundwork of internal and external communication assignments.

The first step is the «actual analysis» effect of internal & external communication

To develop a communications strategy the first step is highlighting the existing communications environment and determining the target market. The second step is focusing on perception: What about public image and is the mission that the organization stands for clear to the employees? In order for changes in the strategy to be developed, the existing communication will be checked for its effect. This may be done through media analysis, surveys/interviews with key stakeholders or broader surveys

The future tasks and objectives are at the core

The tasks, goals and future interactions with the most important counterparties is what determines the new communications strategy. Alas, this is the basis for the communications concept, the definition of core messages and the actual «stories». The final step is the implementation and monitoring of the real communication measures.



YOUR COMMUNICATIONS PRESENCE
IS WHAT SHAPES YOUR IMAGE IN PUBLIC

We can actively design your media and communication work

Important events need to be actively planned ahead so that you can build resonance in the media.

Media is what shapes the image of your company in public. Are you moving into a new modern building with your company or is a company takeover taking place, are you competing for a large mandate with a competitor abroad or is new management being introduced? Depending on the importance of the event and the expertly planned message, media outlets will be eager to report about your company.

Compose press releases, organize media conferences and maintain contact with journalists

Since editorial contributions in newspapers, television and radio are strongly respected, it is worthwhile to prepare the content and timing of press releases and media conferences well. Journalistically correct communications and professionally organized media conferences are the prerequisites to being heard by the media. We can support you by pre-setting topics, writing press releases and maintaining media contacts.

Advertising and PR campaigns have a big impact, especially when the two are combined

Advertisements, radio and TV commercials are not to be underestimated, especially in addition to public relations campaigns. If under time pressure, your company's degree of brand awareness can be massively increased within weeks or even days. Messages will be conveyed without delay and unfiltered, be it in delicate situations, during a political campaign or during the introduction of a new product.

A well-groomed appearance is the business card of your company

The internal and external means of communication characterize the image of your company. We can support you with your conceptual design, layout and implementation. These may be company and product brochures, image and advertising films, websites or «social media» presence, all depending on your needs. We also work with external graphic designers, programmers and scriptwriters. We would be delighted to develop the ideal mix of communication tools for you.



REALISTIC COMMUNICATIONS TRAINING TO
ENSURE YOUR CORE MESSAGE IS WELL RECEIVED

We can train you for appearances in front of media & employees

Individual communications training with video camera and TV recordings

The communication training is individually tailored to the needs of your managers. If, for instance, an interview is scheduled, we will train the manager under real conditions until their performance is at their very best. The use of video technology allows for concise and personal feedback. Moreover, we use TV recordings to analyze real communication examples to then draw conclusions that are important for your specific appearance.

«Fit for the crisis» thanks to crisis management exercises

If your company is under pressure due to a crisis, corporate management is particularly essential. Uncertainties and great stresses then determine the daily routine and companies thus often react in an uncoordinated and overburdened fashion. Nevertheless, crises can be successfully overcome. The prerequisite is that crisis organization is set up at an early stage and that management is prepared for various crisis scenarios in a realistic manner. We can work with you to develop a communications strategy and train you and your managers on these difficult presentations.

Topics of media communication

- Medial preparation of delicate business topics for various media outlets
- Interview training: Recognition of questioning techniques in order to react and respond to convey your own message
- Training statements: Shorten core messages to a «20-second statement»
- Learning how to deal with theoretical journalists
- Confident and winning appearance in front of the TV camera
- Training for media conferences: coordinate the content of each appearance, define wording, plan subsequent interviews, create accompanying documents

Topics of communication with employees

- Complex circumstances such as strategy change or company takeover - «story telling» explained in an understandable way
- Planning and training performances in front of large audiences: dramaturgy, core messages, convincing arguments
- Communicating with employees in predicaments (communicating difficult issues clearly and credibly)
- Handling conversations with emotional counterparties



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Our communication specialists and trainers



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