

11 Prozent Communication

Public Relations

Introduction

11 Prozent Communication

- 11 Prozent Communication's Public Relations Management (PRM) is based on 10 years of experience and an outstanding PR mailing list which is also used to successfully promote our events

Further fields of activity:

- Independent consulting on strategies for the mobile and e-game marketing business
- Event agency with special focus on congresses and trade fairs, originally located in the marketing and brands industries
- Organiser of Mobile Advertise Convention, Mobile Content Days, GfM-World Congresses, Digital Marketing Entertainment
- Publisher of GFM News (marketing periodical)



Facts

Formation	2003 (2003 with focus on events, from 2007 also public relations)
Focus	Digital marketing, mobile and eGame marketing business
Publishing	B2B publications, economy press, daily newspapers, marketing journals PR agencies, news services
Employees	4 permanent employees, 4 freelancers
Vitae	Carsten: brand industry sales manager (esp. beverage industry) Angelique: PR & marketing manager, trade fairs and congresses for media and brands, professional training at advertising and press agency



Carsten Szameitat



Angelique Szameitat

Publisher: GfM News, Digital Marketing Entertainment eGame Marketing, Mobile, New Media Formats

Target groups for events/publications:

- Brands in the automotive, food and non-food, beverage, sports, textiles and fashion, tourism industries
- Other brands
- Media and advertising agencies
- Media in general (TV, print, online, radio etc.)
- Publishing houses, platforms
- Telecommunication industries
- Mobile industries
- Publishers and developers

We successfully organise ...



Technical data GfM News:

- Number of pages: 16 – 20
- Publication: quarterly
- Format: 210 x 297 mm
- Colour: 4 c
- Circulation: 8,500 copies

Why 11 Prozent Communication?

- ▶ 11 Prozent Communication is seen as an innovation driver in the market
- ▶ Journalists get information on current trends and issues from us
- ▶ Year-long experience in the digital marketing entertainment business
- ▶ Direct access to the press through our well-accepted events
- ▶ Long-standing personal contacts to journalists
- ▶ Modular, success-related pricing makes our business activities transparent and comprehensible for clients
- ▶ Profound knowledge in event marketing – we know how to successfully present speakers
- ▶ We want to grow along with our clients
- ▶ PR is a restless business. You can contact us any time

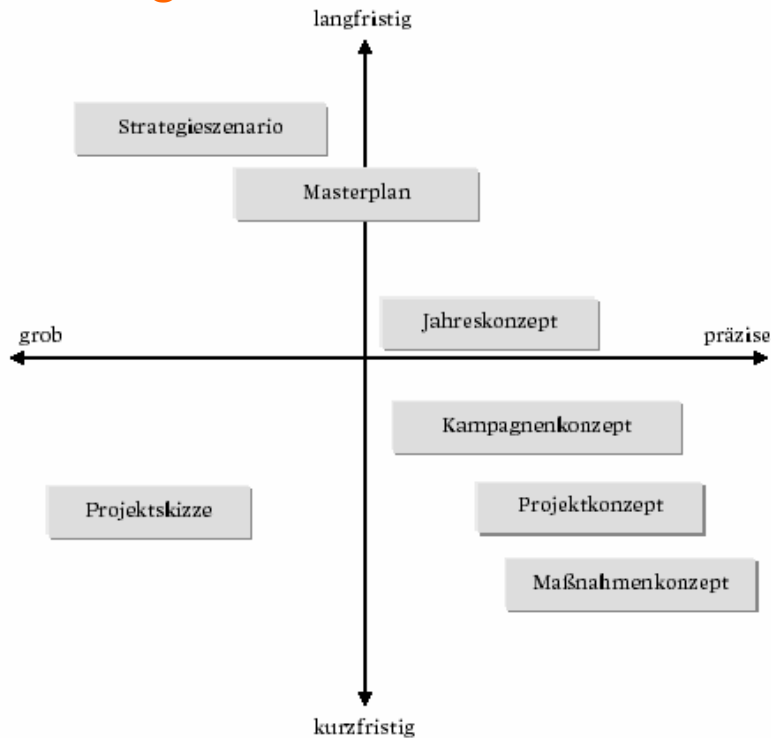
From the Audit to Information Transfer ...

- 1** Audit with the client
- 2** Planning
- 3** Implementation of measures agreed upon
- 4** Evaluation and controlling
- 5** Reporting to the client

- 1** Briefing and consulting

- 2**
- 3** Long-term action plan

PR Targets



1. Statement of task for the agency
2. Market situation / Research
3. Definition of targets: What would we like to achieve with whom?
4. Short-term communication targets
5. Long-term targets
6. Target groups: Who should be reached?
Users: e.g. of technologies / cooperations
Intermediaries: Media and opinion makers
Advertising sponsors: business partners
7. Planning of measures
8. What tools and measures shall be used for communication?
9. Strategic realisation

Services (monthly):

- 1. Establish and maintain media mailing list**
- 2. Identification of relevant news (creation of topics)**
- 3. Press releases (PR)**
- 4. Ongoing servicing of journalists after publication of press release**
- 5. Optimization of search engines concerning press information**
- 6. Distribution of press information to the media**
- 7. Publication and maintenance of press releases at all relevant PR portals**
- 8. Media survey and tracking of placements**
- 9. Permanent contact to media representatives concerning topics**
- 10. Continual phone contact/placement requests**
- 11. Contact by letter/mail in addition to mailings of press releases**
- 12. Creation of neutral press articles/special articles**
- 13. Status reports**

Contact

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