

## **RMcommunications – Your service provider for active, strategic and all-around corporate communications**

### **Our services at a glance**

We offer a comprehensive range of services from PR consultation and development of strategies and concepts to implementation. Monitoring and evaluating of PR projects rounds off our full range of services, that will be tailored to your specific needs.

Our main areas of competence:

#### **Corporate Identity**

Establish or further develop/relaunch the corporate identity (CI):  
Profile, philosophy, guidelines, etc.

#### **Corporate Design**

Establish or further develop/relaunch corporate designs (CD): Logo, business cards, letterheads, compliment cards, Internet sites, publications, etc.

#### **Internet/eBusiness**

Conceive or further develop/relaunch websites: Navigation structures, text, layout, pictures, programming, continual maintenance, etc.

#### **Publications**

Conceive, edit, format and produce business reports, image and product brochures, folders, customer and employee magazines, newsletters, etc.

#### **Public Relations (PR)**

Provide PR for products, brands and company image: Business to Business (B2B), Business to Consumer (B2C), etc.

#### **Media Relations**

Establish, update and maintain relevant media contacts, control and implement media relations: Press releases, exclusive reports and interviews, press conferences, editorial visits, round-table and background discussions, journalists' enquiries, online press service, etc.

#### **Investor Relations (IR)**

Establish and maintain contacts to the financial community (analysts, financial journalists, investors): Annual general meetings, shareholder service, analysts' meetings, investors' conferences, business and interim reports, ad-hoc announcements, maintenance and updating of Internet sites relevant to IR, etc.

#### **Crisis Communications**

Work out communication concepts for crisis situations and the corresponding preventive measures; organise and implement practice scenarios; implement communications in crisis situations; etc.

### Internal Communications/Intranet

Establish and maintain the intranet; conceive/relaunch and produce of employee magazines; etc.

### Issues Management

Identify and systematically observe topics and issues relevant to the company or the branch and evaluate the impact on corporate image; develop strategies and measures for effective reputation management and active media relations as well as crisis prevention; etc.

### Event Management

Organise and realise customer events, (press) conferences, (sales) meetings, annual general meetings, attendance at trade fairs, etc.

### Special Services

Interview trainings, picture archival, photo shoots, etc.

**By linking up the diverse communication channels and PR tools, we create an ideal basis for effective, focused, comprehensive communication.**

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