



MEDIA WISE NEWS

2010: A RECORD YEAR



All went well in 2010 for Media Wise, thanks to our active clients, many of whom were in the throes of major change. We managed several public relations projects, wrote two annual reports and provided numerous communications trainings: in Amsterdam and Barcelona, Lisbon and London, Paris and Geneva, Rome and Vienna, in six European languages. We launched a comprehensive new CSR programme – the Green Place. And we grew from three to five employees. So 2010 was an exhausting but exhilarating year. Finance, pharma and change management were major themes in our work: Rabobank, Eli Lilly and Unilever came to us for some exciting new projects. New clients included the BBC, which appointed Media Wise as PR agency to spearhead their CSR programme in the Netherlands. As for our own CSR programme, Media Wise provided presentation skills training to students at the Amsterdam University College. We'd like to thank you all for keeping us busy in 2010. We like it that way! We look forward to supporting you once again in achieving your business goals in 2011. – **Emma Robson, Managing Director.**

CORPORATE SOCIAL RESPONSIBILITY

Doing good kept us busy throughout 2010. We hit the ground running in January with a new project for BBC Worldwide aimed at nurturing young Dutch speaker and writer talent. The BBC Young Writers & Public Speaking Awards form part of the BBC's corporate responsibility initiatives and Media Wise was brought on board to raise awareness. The BBC Awards 2010 achieved over 160 articles in the media, including three television and five radio broadcasts and extensive online coverage in 11 of the 12 regions of the Netherlands.

Keeping its finger on the CSR pulse, in May Media Wise was appointed official reporter by the Global Reporting Initiative at *The Amsterdam Global Conference on Sustainability & Transparency* as official reporter. Once launched, Media Wise's CSR arm, The Green Place, got to work on interesting new projects. Océ NV's annual stakeholder engagement dialogue was organised and moderated by The Green Place CSR Strategist Vicky Valanos and Media Wise Managing Director Emma Robson. It was an inspiring forum for stakeholders to discuss Océ's sustainability strategy in depth, leading to policy suggestions and revised targets for Océ to adopt as part of their improving sustainability strategy.— **Vicky Valanos, CSR Strategist.**



CHANGE MANAGEMENT

Unilever called on Media Wise for communications support for the launch and roll out of a new services organisation in 2010. As part of an ongoing efficiency drive, the food, personal care and household products company consolidated its main support services, such as IT, HR and Finance, into one global division. Two Media Wise consultants executed a change management communications plan that included three major global launch events. The final event, in December, was held at 14 sites and attended virtually by 54 countries. — **Sinead Hewson, Communications Strategist/ change management expert.**

PHARMA



Recognising a window of opportunity, in September, Eli Lilly Netherlands (who we have historically serviced with communications trainings) came to Media Wise for help with a public relations campaign linked to the visit to the Netherlands of Eli Lilly & Company Chairman, President and Chief Executive Officer John Lechleiter. Working closely with Lilly's Communications Manager, Media Wise invited a select number of targeted journalists to a briefing from Mr Lechleiter. The topic was innovation in the pharmaceutical industry and Mr Lechleiter's vision for the future. Extensive coverage was achieved following the press briefing, with comprehensive write-ups appearing in the national newspapers the next day, thanks to the topicality of Mr. Lechleiter's comments on the need for investments in R&D even in tough times. — **Lizzie Lawrence, PR Strategist.**

COMMUNICATIONS TRAINING

We were delighted to provide communications training for a raft of our regular clients in 2010, as well as welcoming some new organisations. Executives from Rabobank, the international financial services provider, and Booz & Company management consultancy benefitted from our rigorous media training programmes, while a range of Akzo Nobel employees were tested on their presentation skills and media savvy. We also gave a presentation skills training session to a group of 19 first year liberal arts and sciences students at Amsterdam University College.

FINANCIAL

When not working on CSR, PR and communications trainings projects, the Media Wise team has been busy editing and copywriting. Highlights: the Pearson Education publication, *Reinventing Financial Services*, authored by marketers Roger Peverelli and Reggy de Feniks and edited by Media Wise editors Emma Robson and Vicky Valanos; two financial brochures for the City of Amsterdam about the attractions of the strategically located Dutch capital, and the co-writing and editing of the Corio N.V Annual Report. Corio N.V also hired Media Wise to compile, write and edit its very first CSR Report.

CONTACT

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