

**Agency profile,
team
and selected reference projects**

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Agency profile

Profile

MediaCompany conducts PR work in the social and political area. We are passionate about complex topics of relevance to society, and dealing with these credibly and convincingly is our core business. We have been working successfully with this as our focus for 21 years, for national and regional institutions, associations, companies, and non-profit organisations.

MediaCompany is an owner-managed agency. At our four locations in Berlin, Bonn, Düsseldorf, and Hamburg, we currently have 35 permanently employed and highly committed staff members. As a team, we cover the full spectrum of PR services. We are our clients' partner for strategic advice, public relations, public affairs, social marketing, advertising and live communication.

We primarily see ourselves as public relations experts for ideas, opinions, and positions. We

- create an understanding of complex political, economic, and social topics,
- assist with and influence opinion-forming processes,
- canvass for supporting socially necessary tasks, as well as social affairs
- initiate change processes in terms of attitudes and behaviour,
- work on images and provide help with corporate repositioning.

Catalogue of services

We develop and implement

- Internal and external communication strategies
- Educational and informational campaigns
- Images, visual worlds, and logos
- Information media (flyers, brochures, posters, advertisements, audio-visual media)
- Internet presence, apps, social media
- Texts – from copy to specialist information folders
- Media work – from classic to Web 2.0
- Events – from fireside chats to international conferences
- Films, videos, photos

We provide support for and advice on

- strategic alignment of communication
- dealing with the media and purveyors of opinion in social groups
- contacts with political decision makers
- crisis communication and litigation PR

How we view our work

We devote ourselves to our work with passion because we are curious about what make the world go round. Because the subjects we communicate strike a chord with us. Because we want to inspire people. Because we want to play a part in the development of this exciting age.

We value a friendly atmosphere, an excellent working environment, and treating our clients as our partners while maintaining a strong focus on service.

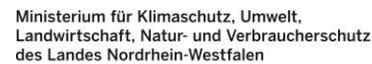
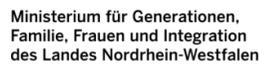
For you – our client – this means that when you work with us, you will encounter a highly motivated team that identifies with your goals and that wants to ensure that your communication also counts as a success for itself. This is what we are committed to – with professionalism, creativity, and high personal engagement.

Key data

Agency type	Communications agency
Legal form	GmbH
Year of founding	1991 (Bonn), 2000 (Berlin)
Partners	Holger Baum, Stephanie Müller, Dieter Beste
Directors	Holger Baum, Stephanie Müller
Registered office	Berlin
Other locations	Bonn, Dusseldorf, Hamburg
Fee income	€3.21 Mio (2013) €4.36 Mio. (2012) €4.29 Mio. (2011) €3.52 Mio. (2010)
Employees	35 regular employees and 8 freelancers
Certificates:	“Oekoprofit” - Certificate for sustainable and ecological responsibility “fairpflichtet” – Sustainability Code of the German event industry



Our clients



Live communication

When people meet up for conventions, conferences or events, it's all about communication –direct, personal and eventful – and it all happens live. As a communication agency we get intensely involved in the themes and content being discussed so we can develop the appropriate processes and staging for live communication. This is a task that requires experience, professional conduct, maximum flexibility and the greatest possible service orientation. Which is precisely what we offer you. In a variety of languages, both nationally and internationally.

Our perception of tasks:

- Generally we view events as communication-based gatherings that need to be organised perfectly. This is the measure of our work.
- Clear arrangements with regards to competence and responsibility are the basis of what we do.
- Our work follows guidelines assured by our consistent cost controlling.
- A scheduling with regular target-performance comparisons and individual checklists allow all parties involved to keep track of things.
- All parties involved can rely on transparent communication structures underpinned by written briefings of all people engaged and all parties involved.
- A close consultation with technicians and suppliers leads to successful work with external service providers.
- Our tight stage direction guarantees backstage decision-making so that the events on stage can proceed without interruption.
- Our conference office manned with the well-rehearsed team for on-site service makes our participants feel like guests.

Catalogue of services

Conception and consulting: Development of an overall concept for the organisation and carrying out of conferences, congresses and events as well as framework and social programmes, for scheduling and staging; Consulting with regards to applying different event formats as well as communication and documentation methods, in terms of using online platforms and event apps for conference and participant communication – this all occurs with regards to all organisational questions as well as security-related issues; Consulting for engaging sponsors, contributors, speakers, moderators and artists.

Sustainability/“Green Meeting“: Development of authentic and attainable sustainability concepts; Consulting with regards to strategy, carrying-out and communication of sustainable events; analysis of each event’s sustainability potentials (e.g. paperless event, climate neutral event); development of measures and solutions for all phases of event management (planning, organisation, carrying-out and follow-up); conduction of cost-benefit-analysis; research of sustainably acting partners and service providers; ensuring the implementation along the workflow; evaluation and communication of the measures.

Preparatory and collateral communication: Creation of a conference website and its consistent update; live-streaming of the event; press information and support; press conferences and briefings; development, production and adaption of promotional measures; editing and designing of a conference kit; video clip production e.g. for an introduction on conference topics; social media.

Conference design: Development and creation of a conference design and incorporation to all materials (e.g. stage design, signage, banners and flags, conference kits, give-away articles, promotional material and documentation).

Invitation and registration management: Research of addresses; compilation of mailing lists; check for duplicates, check for correct forms of address according to protocol; distribution management (via post or e-mail), personalized mailings (e.g. Save-the-date, invitation, reminder, follow-up); registration receipt and administration; advising and supporting of participants during the registration phase (online or via telephone) and after the event; agency’s own online registration tool: programming of an individual online registration form and SSL secured database; development of a multi-level online invitation procedure; online based administration and controlling of participant groups (data query, workshop selection, payment of participant fees, download and upload function for documents); Determination of the daily number of registrations in real-time; backend access for clients.

Hotel and travel management: Arrangement and administration of room allotments, travel bookings, support with the visa procedure for all (or selected) participant groups; arrangement of shuttle services (planning, coordination of timetables and assignment supervision).

External service provider management: Needs assessment (technical equipment, catering, interpretation, transport, hotels etc.), compilation and wording of public tender offers of external services, evaluation of these offers, supervision, coordination, and quality assessment of all external service providers.

Conference management / direction: Compilation and realisation of detailed schedules, floor plans, staff assignment plans, direction and conference offices; ad-hoc trouble shooting; speaker and participant support (in several languages) during the whole event; coordination and management; ensuring availability of necessary technical equipment, rooms and setting on-site.

Registration and reception management: Set-up and support of the registration counters, extra check-in counter for VIPs and press accreditation; evaluation of participant numbers, figures and statistics in real-time; participant support during the event.

VIP support: Travel arrangements and bookings; chauffeur service; individual support by trained Liaison Officers (in several languages); security management.

Security / protocol: Consultation with authorities, protocol departments and security forces; reserving parking spaces; entry controls (e.g. through sally ports); assignment of security staff; assignment plan for first-aid staff.

Exhibitions: Concept development and planning, design and organisation of (conference accompanying) exhibitions; exhibitor acquisition; management of exhibition and stand construction; management and coordination of exhibitors, exhibition constructors and technicians; on-site service; supervision of set-up and disassembly in line with security regulations.

Documentation: Ensuring documentation (photos, video documentation and/or audio technical recording); compilation of written minutes; editing and designing of brochure or DVD; upload to conference website; print production.

Budget management / debt collection management / controlling: Financial planning; checking of invoices, handling of payments, consistent budget controlling and reporting to client; debt collection of participation fees, clarification of insurance related questions; compilation of an auditable documentation with regards to costs, services and overall billing.

MediaCompany Conference Management Tool

In the area of invitation and participant management we use the **MediaCompany Conference Management Tool**. This tool functions as an online registration form for participants' application and registration. It features the following advantages:

- **Reduction of costs:** The bottom line is that staff costs are saved since we refrain from manually entering participant data.
- **Reduction of errors:** By letting the participants enter their own data, typos etc. are reduced since lists do not need to be maintained manually.
- **Availability:** The online tool works web-based which makes it available online everywhere. Using the tool at the venue for on-site registration is therefore easily feasible.
- **Flexibility:** The tool can be interlinked with the client's website or with the conference website. The registration forms can easily be adapted to event specific conditions (with respect to design and content).
- **Security:** Access to the online registration form can be limited via a PIN code that only invited guests receive.
- **Data retrieval:** Additional to basic participant data, documents can be uploaded (e.g. press identification); travel and passport data for visa application can be retrieved and applications for workshops can be received.
- **Communication features:** Via the online tool we can send out save-the-date e-mails, individualized serial mails to registered participants, reminder mails etc. Personalized pdf-documents can be attached to the e-mails.
- **Transparency:** Upon request the client will receive secure access to the database and can look into participant numbers and which individual participants have registered – all in real-time.
- **Data security:** The database is located on an SSL secured central server. Access to the database is only granted to authorized personnel on the agency's side. All data is deleted after the conference or, if requested, forwarded to the client.

Sustainable Conference Management

In all steps of event organising, from planning to realisation to follow-up, sustainability plays a decisive factor in terms of how successful and authentic an event format can be carried out. This means that in all technical and organisational issues, we would like to answer the following questions with you:

- What can be prevented?
- What can be optimised?
- What can be compensated for?

However, sustainability should not be regarded as a waiver of what is popular and well-known. Rather, it challenges us to find creative alternatives for every decision we make during the event organising process. In the various fields of action, we examine how the life cycle assessment of the event can be improved to a large event (e.g. through the avoidance of arrival by car). Next, the potentials for optimisation are explored (e.g. the alternative of arriving by train). Finally, we investigate the possibilities of compensation for the unavoidable emissions created by the event (e.g. through an online event calculator like Atmosfair).

In the following, we present some exemplary fields of action:

Sustainable Event Organisation

Sustainable and ecological behaviour is simply a stance. MediaCompany was awarded the “Ökoprofit” certificate in 2011 and has signed the Sustainability Code of the German-speaking event industry “fairpflichtet”. Two of our project leaders (who are also your contact persons for this project) were trained towards becoming “sustainability consultants in the event industry” from the German Convention Bureau e.V. (GCB), sponsored by the German Federal Environmental Foundation (DBU).

The area live communication/event organisation

- develops realistic and realisable sustainability concepts,
- offers advice about strategies, implementation and communication of sustainable events,
- analyses event-specific sustainability potentials,
- develops measures and solutions for all phases of event management (planning, organisation, realisation and follow-up),
- carries out a cost-benefit analysis,

- chooses partners and service providers who promote sustainability,
- ensures the implementation alongside the process,
- evaluates and communicates sustainable measures.

As an agency, we view ourselves as partners of our clients and look forward to incorporating our experiences for a sustainable event management process.

Mobility

The mobility, in particular the arrival and departure of the guests and other players involved in the event, is the primary and most important field of action for every event. Therefore, the choice of the event location is the starting point as well as the basic condition for all future issues being considered.

Within the realms of the invitation and participation management, all participants that are traveling to and from the location should be offered targeted incentives (Deutsche Bahn event ticket, public transportation tickets etc.) so that public transportation is used. The success of this measure is very dependent on the corresponding communication and the principle of shortening walking distances (e.g. through the additional utilisation of “velotaxis” or shuttle buses with electric drive between bus, tram or subway stops and the event location).

In addition to this, there is the possibility of video conferences, or live transmissions for participants otherwise needing to travel long distances to get to the location (e.g. by aeroplane). This obviously has to be dramaturgically and functionally decided upon but is well-suited for greetings from abroad.

Lastly, all unavoidable mobility-related emissions with regards to participant management can be recorded and compensated for after the completion of the event.

Accommodation

We see a further field of action, whilst looking at the two-day planned event, in the area of accommodation of participants as well as other players involved in the event. As in the field of mobility, guests and players can be given information with targeted incentives on how to pick a sustainable choice. Hotel recommendations are usually based in the surroundings of the location and preferably have been certified for their sustainability efforts.

Catering

Catering is a field of action, in which sustainability is particularly quickly noticed and fully comprehended by participants. Therefore, we recommend substantiating the considerations and decisions with the caterer with regards to the FLOSS approach (Fresh, Local, Organic, Sustainable, Seasonal). This provides the caterer with a clear and definite goal for menu suggestions and delivers a decision framework for different choices with regards to food and drink.

In the area of drinks, we have had positive experiences with the use of tap water in jugs instead of bottled mineral water. This communicates sustainability measures prominently onsite. With all bottled drinks, the FLOSS principles and the type of packaging (e.g. re-usable instead of disposable) should be considered consistently as well.

Next to the type and quality of the catering, we also find the appropriate quantity every person is permitted to be of importance. Here, in particular, it is possible to avoid unnecessary production and food waste through consultation and intelligent planning.

Means of Communication and Printed Material

Event-specific printed materials are what play the largest role of communication in the realms of the application and information of participants onsite. Principally, the life cycle assessment can be influenced through avoidance, exact planning of circulation figures, the choice of the printing process, the use of paper (FSC, Blauer Engel etc.) and compensation.

Particularly through the waiver of paper in terms of communication with players and guests, a prominent statement can be made. For this reason, we advise constructing the event communication paperless for the most part. Therefore, we want to build onto your preliminary considerations, which means:

The application can be conducted with the help of digital media, such as a website, e-mails, online banners or social media as much as possible. Communication platforms for the application, registration as well as for preliminary information for participants create a web portal, which is supplemented through the online registration platform.

Still necessary printed matter can be printed onto “Blauer Engel” paper. This means: 100% waste paper and no input of chlorine, optical brighteners or any other chemicals. Moreover, we recommend the compensation of the print-related emissions, either through the printing company or a further partner, such as Climate Partner. Ideally, the printed materials are produced using sustainable electricity (from renewable energy sources). This should also be considered when choosing a printing company in the first place.

In terms of invitations, a complete waiver of paper is usually not possible, since a printed invitation is viewed as more valuable than an electronic version, which is of particular importance if it is sent to highly ranking personalities. In this case, we recommend sending the invitations electronically for the most part but partly through the mail (in this case it would be best to remain CO2 neutral by using GoGreen). This way we can accomplish a reduction in printed matter, whilst preserving the value of the printed invitation for people of particular significance. For the participants' reply, we fundamentally recommend the registration via an online platform.

On the actual event day, we employ registration badges made from recycled paper. The corresponding fastening clips are recollected at the end of the event.

The general rule is that the approaches to communication mentioned above are based on the general conditions of the service description facing us. We would always gladly go the extra mile and offer advice, for example, on the use of event apps and the complete waiver of printed communication materials.

Waste Management

The avoidance of waste is one of the fundamental aspects of a goal-oriented sustainability approach. Despite avoidance and optimisation, realistically speaking, waste is never fully avoidable. However, there are adjustment options that can be implemented.

Next to the quantity (see Means of Communication and Printed Matter), is the type of waste. This can be defined during the planning process and choices in favour of the life cycle assessment. An example where this applies is in the avoidance of composite materials in the construction of stage and exhibition or the use of reusable carpet tiles instead of carpets tailored specifically to the event.

A further building block in the planning process is the waste disposal strategy: Here it is crucial to develop a coherent approach together with the venue, which contains not only the logistical planning of the collection and separation onsite, but also the corresponding communication towards the players and participants, which happens onsite as well.

Communication about Sustainability

Communication about sustainability goes beyond a simple „Do good and talk about it“. We are convinced that sustainability within event management only really works well when it is communicated accordingly. Therefore, the subject communication has appeared often in the above-mentioned fields of action and will be substantiated in the form of a summary one last time below.

Ultimately, the players, guests as well as service providers and partners of the event are meant to be “taken along” in favour of a sustainable event. Therefore, this topic should be incorporated into all communication measures, not solely organisational, but also contextual.

The process already begins with the invitation and registration itself, in which arrival and information about sustainable methods of arrival, departure, mobility and possibly the individual CO2 compensation of the different building blocks of sustainable event organisation, is provided.

Within the framework of the event itself this subject should be brought to light – for example through the setting up and presentation of the event’s life cycle assessment as well as the savings, which could be attained through the sustainable measures compared to how much money is spent during a “standard event”, in which no specific measures towards sustainability were taken.

Quality Assurance

The happiness of our client and the quality of our services are of highest priority. Using the following criteria we ensure the quality of the event:

Close Coordination with the Client

During all steps in the conception, planning and realisation of the event, we are always closely consulting with the client. We are eager to implement any wishes the client has and can do this promptly after assigned to us. We gladly give advice on technical and organisational enquiries.

Personal contact and appointments arranged with short-notice are feasible for us. For smaller consultations we are available via telephone. For conception and work enquiries we prefer meeting in person.

Before results are communicated to you, they are first internally coordinated. A group discussion of results, consultations, agreements on meetings, project planning etc. are documented by us and gladly passed on to you.

Detailed Workflow Planning

To make sure we keep up with the deadlines, we construct a detailed timetable of measures for the event, which we continuously adjust and which displays the fundamentals of all steps.

For the time immediately before the conference, we construct an organisational workflow plan specific to every day, a room plan as well as a technical direction plan for the stage acts at an early stage in the planning. We react quickly to possible deviations from the above-mentioned plans, develop alternative options and adapt the timing of the workflow plan.

At the actual location of the event, we are always right beside the client. We also take full responsibility for the briefing of all involved parties.

MediaCompany Conference Management Tool

The MediaCompany Conference Management Tool, which was programmed specifically for our agency, guarantees quality with regards to participant management. It gives us the possibility to react quickly to

changes. Since no further service provider is involved, all amendments and changes can be single-handedly carried out by our co-workers. Participants can change their registration data after registering the first time, where necessary, or – if applicable – pay the participation fee cashless.

The SSL-secured database allows for quality of data processing as well as data security.

Quality Control of All Products and Integrated Services

Four eyes are better than two. This means: Before lists, texts, layouts, drafts etc. are handed over to the client or put into production they go through multiple internal correction rounds.

In order to attain the same results with the service providers, their detailed briefing is self-evident. All services that we commission within a project are controlled during the removal.

To us, quality control still means keeping an eye on the sustainability of services provided by the agency or externally. Our agency has environmental protection guidelines at its disposal and our Bonn office is certified with the Ecoprofit seal. These benchmarks determine our actions in event management.

Cross-Project Controlling

We create a cost calculation, adjust it based on changes that may occur and continuously carry out a budget control. Upon finalisation of the project, the client receives a detailed final calculation with original copies of fees going towards external service providers.

Troubleshooting

During the planning process, we already map out possible risks in order to be ready to mitigate risks when, or if, these turn into realities. Our detailed workflow plans are laid out flexibly, so that we can react to disturbances rapidly.

Our team is well coordinated amongst each other and operates in troubleshooting quickly and easily through experience from past projects. The project leadership that is present onsite, next to the overall coordination, is not restricted to one task; it can react to unforeseen issues efficiently. The contact person will always be available to the organisation onsite.

If something does not happen according to plan, plan B is already on its way being formed. We solve all problems backstage to let the participants and players of the event follow the event.

Those responsible for the building will give us a tour, in which we will be informed on all emergency exits or plans and can react quickly and appropriately in the actual case of an emergency.

Team profiles

The persons introduced here are the core team for this project. From kick-off to project closure, they are responsible for all tasks related to planning, organisation and logistics. If necessary, the team will be expanded by additional staff members in order to guarantee a smooth workflow. The examination of the conference topic and also the professional conduct of all organisational questions are integrated elements of our conference management.

Amy Sandweg

Project Leader Live Communication



Amy Sandweg is a German studies graduate and cultural scientist and has been responsible for project management at meetings and conferences as Live Communication Project Manager at MediaCompany since 2011. Before that she organised large events in the socio-political sector and was intensely involved in the public relations work for the initiative 'Lokale Bündnisse für Familie (Local alliances for families)' by the Federal Ministry for Family. She was raised bilingually (German/English) and became a certified sustainability consultant for the event sector in November 2013 (training by the German Convention Bureau e.V.).

Selected projects

- 2014: German commission for UNESCO, national closing conference for the UN decade on "Education for Sustainable Development": Project leading team
- 2014: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, international conference: „Global Partnership and the Post-2015-Agenda for Sustainable Development“: Project leading team
- 2013: International Council for Sport Science and Physical Education (ICSSPE) on appointment of the Federal Ministry of the Interior and the UNESCO, international conference "5th International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport": Project leader participant management
- 2012: Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of NRW, conference 'Sustainable NRW – Paths to a sustainable Future': Project leader
- 2012: GEIE GECOTTI-INTERREG IVB NWE, Networking conference 'Impact and Perspective' in the INTERREG NWE programme: Project leader
- 2011: Foreign Office, Bonn Afghanistan conference 2011: Project leader for participant accreditation

Conrad Seyfert

Project Leader Live Communication



Conrad Seyfert is a qualified media scholar and has been Project Manager for live communication at MediaCompany since January 2012. He became a certified sustainability consultant for the event sector in November 2013 (training by the German Convention Bureau e.V.). Before that he was Project Manager at an agency for personnel marketing, a freelance communications advisor and Head of Marketing at Siegen Theatre. He developed and realised brand and communication concepts, organised stage productions (e.g. 'God of Carnage', 'Faust I'), planned gala events (e.g. 'Politikaward') and led large events over several days (e.g. 'The 1st Siegen Biennale' or the main stage at 'North Rhine Westphalia Day').

Selected projects

- 2014: German commission for UNESCO, national closing conference for the UN decade on "Education for Sustainable Development": Project leading team
- 2014: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, international conference: „Global Partnership and the Post-2015-Agenda for Sustainable Development“: Project leading team
- 2012-14: BMZ, GIZ, KfW and global commitment, UN Day 2012(-2014): Project leader
- 2013: International Council for Sport Science and Physical Education (ICSSPE) on appointment of the Federal Ministry of the Interior and the UNESCO, international conference "5th International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport": technical direction
- 2012: GIZ conference 'Social Media meets Development!': Project leader
- 2012: GIZ, Bonn International Summer School on Responsible Business: Project management, technical direction
- 2012: BMZ, Open Air Network Meeting 'Engagement fairbindet – Zukunftsentwickler 2012': Project leader

Hendrik Homölle

Project Manager Live Communication



Hendrik Homölle is a Media Science graduate and has been working for Media-Company as Project Manager for Live Communication since March 2014. He worked as Project Leader at Deutsche Welle (DW) previously. During this time, he designed the Deutsche Welle dialogue strategy and developed the social-media strategy. He successfully completed a trainee-program at the Zeitverlag in Hamburg and studied at the University of Cologne (Media Psychology and Media Management) and Stockholm University (International Politics and History of Art).

Selected projects

- 2014: German commission for UNESCO, national closing conference for the UN decade on “Education for Sustainable Development”: Project management
- 2014: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, international conference: „Global Partnership and the Post-2015-Agenda for Sustainable Development“: Project management
- 2014: Deutsche Welle, Global Media Forum “ From information to participation - Challenges for the media“: Project management

Astrid Ostrowicki

Art Director



Astrid Ostrowicki is Creative Director at MediaCompany. Before coming to MediaCompany in 1999 this qualified graphic designer worked for two advertising agencies in Düsseldorf. Her core tasks include the development of corporate publishing projects and corporate design solutions.

Rebekka Apostolidis

Graphic Design



Rebekka Apostolidis is a qualified graphic designer. She first worked as a freelancer for various agencies during and after her studies of visual communication in Aachen and Buenos Aires. Today she is responsible for creative design solutions at MediaCompany as Junior Art Director and accompanies corporate publishing projects from the idea to realisation.

Holger Baum

Managing Director of MediaCompany / Strategic and conceptual consulting



Holger Baum is the founder of MediaCompany and its Joint Managing Director together with Stephanie Müller. This trained editor and certified business economist gained his first journalistic experience at the newspaper 'Neue Osnabrücker Zeitung' (politics and business editorial department). Later he moved to a medium-sized commercial enterprise as Head of Marketing before moving to the association 'Welthungerhilfe', where he gained his first overseas experience. As a freelance author he wrote for renowned daily and weekly newspapers and for some ARD radio stations as well as for various specialist media. His work at the agency includes strategic, PA and communication consultancy for ministries, companies and international organisations. Various consultancy tasks for governments and international organisations led him to 15 countries in Asia and Africa.

Selected projects

- Strategic communication consultancy at a federal ministry
- Communication and PA consultancy for a trade association
- Project management: advising the Federal Ministry for Education and Research (BMBF) public relations work towards its objectives of electronics and electronic mobility
- PA and communication consultancy for the WHO
- PA consultancy for an NGO umbrella association
- Communication and PA consultancy for the International Food Policy Research Institute in Deutschland
- Strategic communication consultancy for a federal minister (13th legislative period)
- Advising governments in Asian countries (Thailand, Vietnam, Laos, Cambodia, Mongolia) on their presence and communication work at the World Fair EXPO 2000 in Hanover

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National Closing Conference of the UN-Decade of Education for Sustainable Development

Client	German Commission for UNESCO on behalf of the German Federal Ministry of Education and Research (BMBF)
Contact Person	Frauke Schröder, German Commission for UNESCO, phone: 0228 / 688 444 12
Format	Conference
Assignment	Overall organisation
Duration	February – September 2014
Date, Location	29th – 30th September 2014, World Conference Centre Bonn
Number of Participants	500 participants
Budget	Agency fee: 55,344.46 EUR, External costs: 9,752.55 EUR
Services	Management of registration and participants; Coordination of hotels for speakers; Consultation with regards to technical equipment, realisation of the digital exhibition and equipment for the rooms; Development of an all-encompassing control system and name badge concept; Research and soliciting of moderator and photographer.
Background	<p>The Federal Ministry of Education and Research held a national closing conference for the UN Decade of Education for Sustainable Development together with the German Commission for UNESCO in September 2014. Within the conference, 10 years of work towards the Decade were presented and congratulated, whilst the relevance of Education for Sustainable Development (ESD) in terms of society, politics and economics was discussed. Further goals included the drafting of an agenda-setting with reference to the time following the decade (Bonn Declaration 2014), the development of a German message for the world closing conference of the Decade in Nagoya, Japan, as well as reaching out to a broad general public.</p> <p>Included in the 500 participants were high-ranking guests like the German Federal Minister of Education and Research, Johanna Wanka, the President of the Standing Conference of the Ministers and Cultural Affairs of the Länder of the Federal Republic of Germany, Sylvia Löhrmann, the Minister of State at the German Federal Foreign Office, Dr Maria Böhmer, as well as Shigeharu Kato, the General-Secretary of the Japanese National Commission for UNESCO.</p>





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Charter for the Future: ONE WORLD – Our Responsibility: Discussion Panel 5 “Global Partnerships”

Client	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) Ltd on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ)
Contact person	Kristof Krahl, Senior Project Manager, Development Policy Forum, phone: 0228/4460-1876
Format	Forum
Assignment	Overall organisation
Services	Invitation and registration management, including travel organisation of the international guests; Organisation of the VIP shuttles; Layout and realisation of conference materials; Planning of personnel; Onsite registration; Onsite direction; Evaluation; Final report.
Duration	August 2014 - September 2014
Date, Location	2 nd -3 rd September 2014, Deutsche Welle, Bonn
Number of participants	100 participants
Budget	Agency fee: 16,933.70 EUR
Background	<p>The BMZ initiated the discussion process on sustainability during their event “Charter for the Future: ONE WORLD – Our Responsibility” by involving multiple players from the departments of civil society (including churches), politics, media, economics and sciences. This charter was supposed to act as a starting point for a national partnership towards the implementation of the post-2015 agenda for sustainable development. The Development Policy Forum, commissioned by the government, which in turn was represented by the BMZ, carried out five panel discussions as part of the event “Charter for the Future: ONE WORLD – Our Responsibility”.</p> <p>The fifth panel discussion expanded and underpinned ideas concerning concrete and direct actions as well as cooperation with regards to these actions in each of the ten fields of operation derived from the previous panel discussions. The ideas and incitements discussed during the forum will be incorporated into the official publication of the charter as well as into the closing conference on the 24th of November 2014. The forum’s goal was to broaden the discussion on how global partnerships should be structured in the context of the post-2015 agenda. Additionally, it aimed at determining success factors of existing global partnerships and discussing how these can be implemented within new partnerships.</p>





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“5th International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS V)”

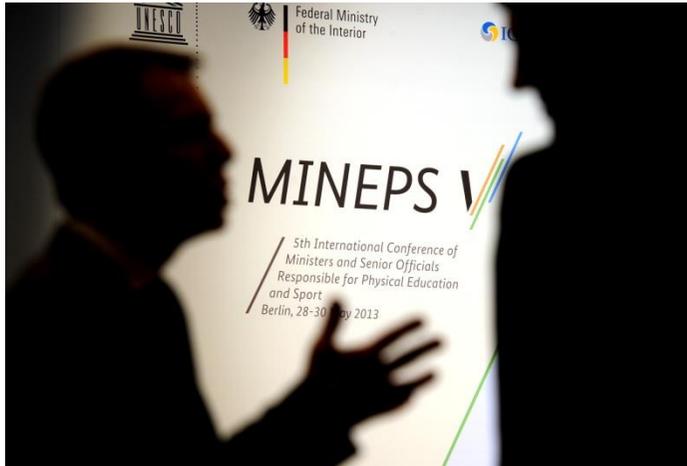
Client	International Council of Sport Science and Physical Education (ICSSPE) on behalf of the German Federal Ministry of the Interior (BMI) and the United Nations Educational, Scientific and Cultural Organisation (UNESCO)
Contact person	Katrin Koenen, Publications and Scientific Affairs Manager at ICSSPE, Tel.: +49 (0)30 - 364 188 53
Format	Intergovernmental meeting / UN-conference
Assignment	Overall organisation and planning of the 5 th UNESCO World Sport Ministers Conference
Services	Coordination of all external and internal service providers; Management of participants and their travel; Shuttle service for the ministerial segment; Workflow planning; Onsite direction; Development of a conference design; Programming and maintenance of website; Conference materials.
Duration	August 2012 – June 2013
Place, Location	28 th -30 th May 2013, InterContinental Hotel Berlin
Number of participants	600 participants
Budget	Agency fee: 145,000.00 EUR; External costs: 9,500.00 EUR
Background	Germany hosted the 5 th World Sport Ministers Conference "MINEPS V". The Berlin conference was primarily organised by the Federal Ministry of the Interior (BMI) in cooperation with the UNESCO, while being supported by the International Council for Sport Science and Physical Education (ICSSPE). Germany expected the majority of the sport ministers of the 195 UNESCO member states. From the management of participants to the overall coordination of all service providers, all the way to the coordination of security-related issues – MediaCompany bore responsibility for the overall organisation of the conference. Furthermore, a conference website was developed, the drafting and production of conference materials was conducted, workflow plans were created and a shuttle service for 40 ministers was coordinated. The room design of all conference rooms, the organisation of two press conferences and an evening event were also part of the conference team’s assignment. The invitations to the three-day conference were accepted by 606 participants of 128 UNESCO member states, which included 42 ministers and 28 deputy ministers/state secretaries.



Plenary: 606 participants from 128 UNESCO member states took part in the three-day conference, which was translated into eight languages.



Prominent opening speakers: Irina Bukova, Director-General of UNESCO (left), Dr Angela Merkel, German Federal Chancellor (middle), Dr Hans-Peter Friedrich, German Federal Minister of the Interior (right), all spoke at the opening ceremony on the 29th of May 2013.



Media response: Two press conferences by the organisers UNESCO and the German Federal Ministry of the Interior were held, to accompany the conference. Depicted in the bottom left picture are the Deputy Director-General of UNESCO, Pilar Alvarez Laso, as well as the German Federal Minister of the Interior, Dr Hans-Peter Friedrich.

Minister Conference: “Vocational Education and Training in Europe – Perspectives for the Young Generation”

Client	German Federal Institute for Vocational Education and Training (BIBB) on behalf of the German Federal Ministry of Education and Research (BMBF)
Contact person	Sabina Pohl, Press and Publicity Work, phone. +49 (0)228-107-1106
Format	Minister conference
Assignment	Overall organisation of the minister conference and VIP-Dinner
Services	Participant management; VIP shuttles; VIP dinner; Interpreting services in eight languages; Technical coordination; Catering; Hotel; Coordination with the staff responsible for keeping minutes; Coordination with security staff; Cost control.
Duration	September - December 2012
Date, Location	10 th - 11 th December 2012, Maritim Hotel Berlin
Number of participants	100 participants
Budget	Agency fee: 29,872.57 EUR, External costs: 119,608.08 EUR
Background	<p>Some European countries are interested in a more intimate collaboration with Germany in terms of vocational training interests. This conference aimed at opening the possibility for the development of training initiatives. The goal was to adopt a multilateral memorandum (Memorandum on Cooperation in Vocational Education and Training in Europe), containing outlines of further concrete cooperation measures.</p> <p>In order to fulfil the complexity of the event in terms of the presence of various education ministers and delegations, a location was chosen which could accommodate the ministerial dinner, the multilateral agreement, the bilateral discussions, the press conference as well as the over-night stay of the participants.</p> <p>Spain, Greece, Portugal, Italy, Slovakia and Latvia decided to begin close collaboration with Germany with regards to their education systems. A memorandum containing numerous specific measures towards the implementation of a vocational training system based on the German one was signed. From the organisational perspective, all government- and security-related as well as organisational aspects of the minister conference were carried out effectively.</p>





Conference: Sustainable North Rhine-Westphalia – Paving the Way for a Sustainable Future

Client	Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the German State of North Rhine-Westphalia (MKULNV NRW)
Contact person	Dr Marc-Oliver Pahl, Department VIII-A2, MKULNV, phone: 0211/4566-626
Format	Symposium
Assignment	Overall organisation
Duration	December 2011 - December 2012
Date, Location	21 st November 2012, Mercatorhalle Duisburg
Number of participants	320 participants
Budget	Agency fee: 45,569.62 EUR, External costs: 32,325.42 EUR
Services	Organisation; Event preparation, implementation and documentation; Workflow planning; Commissioning and guidance of all areas; Room concept; Invitation and participant management; Preparation and organisation of the exhibition (Market of Opportunities); Creation and printing of materials; Sign-posting; Room decorations.
Background	In June 2012 the global community re-established their commitment towards sustainability in the United Nations Conference on Sustainable Development (UNCSD) in Rio de Janeiro. With the conference “Sustainable North Rhine-Westphalia – Paving the Way for a Sustainable Future”, the Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the German State of North Rhine-Westphalia aimed at reflecting upon the past activities towards to the Agenda 21 in North Rhine-Westphalia. The key issues included climate and energy, education for sustainable development, sustainable economic activity, and the local Agenda 21. With regards to these issues, new perspectives on a national sustainability process were developed.



International Conference “Impact and Perspective”

Client	EU Project Office at Innovations and Environment Regions of Europe Sharing Solutions North-West Europe (INTERREG IVB NWE)
Contact person	by request
Format	European conference
Assignment	Conception, overall organisation and realisation
Duration	February - June 2012
Date, Location	6 th June 2012, Westfalenhallen Conference Center Dortmund
Number of participants	300 participants
Budget	Agency fee: 111,122.20 EUR, External costs: 66,161.03 EUR
Services	Conception and realisation of a conference design: graphic design for printing; room design; website design; Online invitation; Registration and participant management; Conference room equipment; Event organisation; Technical direction onsite; Registration management onsite; Creation of press releases for the European press relations; Creation of nine project videos and a filmed documentation of the event; Coordination of external service providers.
Background	North-West Europe (NWE) refers to a room for cooperation of the EU funding programme INTERREG IV B, with whose help synergy effects can be attained through cross-border cooperation on a regional level in north-west Europe. Projects developed by companies working in the fields of environmental protection, education, land-use planning and culture are supported the most. The goal of the INTERREG program is that bordering regions can benefit from the economic development within the EU and can be integrated into the European area. To optimize these synergy effects, one networking conference is carried out in a different one of the eight member countries each year. The participating project partners use the conference to bring each other up to date on the state of affairs of the program and to develop suggestions for future improvements, of which the latter is done within the workshops.



Outdoor Event of the Federal Ministry for Economic Cooperation and Development (BMZ): “Engagement fairbindet”

Client	Federal Ministry for Economic Cooperation and Development (BMZ) / Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
Contact person	Dr Ute Baumgärtel, GIZ AgenZ Berlin; phone: +49 (0) 30 -726 14-102
Format	Outdoor event in the listed former chancellery garden in Bonn
Assignment	Organisation and implementation
Duration	2012: March - June 2012; 2010: June - September 2010
Date, Location	25th May 2012, Garden of the Chancellery BMZ, Bonn, “Future Makers 2012” 3rd September 2010, Garden of the Chancellery BMZ, Bonn, “Development, Together”
Number of participants	2012: 3,000 participants; 2010: 1,800 participants
Budget	2012: Agency fee: 159,291.42 EUR, External costs: 438,153.55 EUR 2010: Agency fee: 121,068.22 EUR, External costs: 333,320.61 EUR
Services	Solely responsible agency for the complete logistical organisation and realisation; Development and implementation of the event infrastructure (stage setting, tented landscape made up of 34 individual tents and a tented roof with a 30-meter diameter as well as catering, VIP and backstage areas); Coordination of all external service providers; Technical support; Invitation and registration prior to the event; Onsite registration; Organisation and coordination of equipment of the stakeholder tents; Development of a guide system, including schooling of guide; Special technical and logistical challenges due to location being the listed chancellery garden; Adherence to construction law regulations; Coordination with security bodies as well as development and realisation of an extensive security concept; Stage direction, including during the performances of famous artists (Nena, BAP); Organisation of discussion panels.
Background	This large scale information- and network-based event occurred at the invitation of the Federal Ministry for Economic Cooperation and Development (BMZ), ENGAGEMENT GLOBAL, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the KfW Development Bank, with assistance of the Federal City of Bonn, the United Nations and the German Federal Agency for Civic Education. Guest partly included very highly ranking representatives of the departments of politics, economics, sciences and civil society.



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