

The Constellation Group®

- **Unlocking the Potential of Public Relations**



About us

- Created in 1998, Head office Brussels
- Key partners - background in media, engineering, marketing
- pan-European network of professional high-tech PR firms
- Senior account management and low-cost structure
- “Can-do” attitude toward marketing communications objectives
- **From Communication Tactic to Profit-Building Strategy**
- PR Partnerships in all 25 EU countries, Russia, Turkey
- Affiliated Offices in Beijing, Shanghai, Tokyo

Our Mission

- **Mission Statement** - The Constellation Group designs and executes strategic, value-based Public Relations campaigns that build brands and motivate the stakeholders of our customers
- **Code of Ethics** - The Constellation Group voluntarily adopts the Statement of Professional Values of the Public Relations Society of America and endorses its Code of Ethics

Our Approach: Integrated Marketing Communications (IMC) in Five Steps

- Identify Customers, Prospects, other relevant external and internal stakeholders
- Plan Communication Messages & Incentives
- Estimate Return on Stakeholder Investment
- Execute Public Relations Campaign
- Program Analysis and Future Planning

IMC and The Importance of Stakeholders

	Private sector	Public sector
Customers / consumers/clients	5.9	5.7
Employees / staff	5.7	5.6
Shareholders / investors	4.8	2.4
Regulators / legal	4.7	4.9
Suppliers	4.6	4.0
Community at large	4.4	5.3
Government	4.3	5.6

1 = not at all, 6 = essential

Critical Success Factors

- Professional ethics and standards
- Acceptance by stakeholders
- Alignment to objectives
- Creative approaches
- Committed people with appropriate skills and knowledge
- Sufficient budget and resources
- Measurable impact on organisational performance

Key Processes for Public Relations:

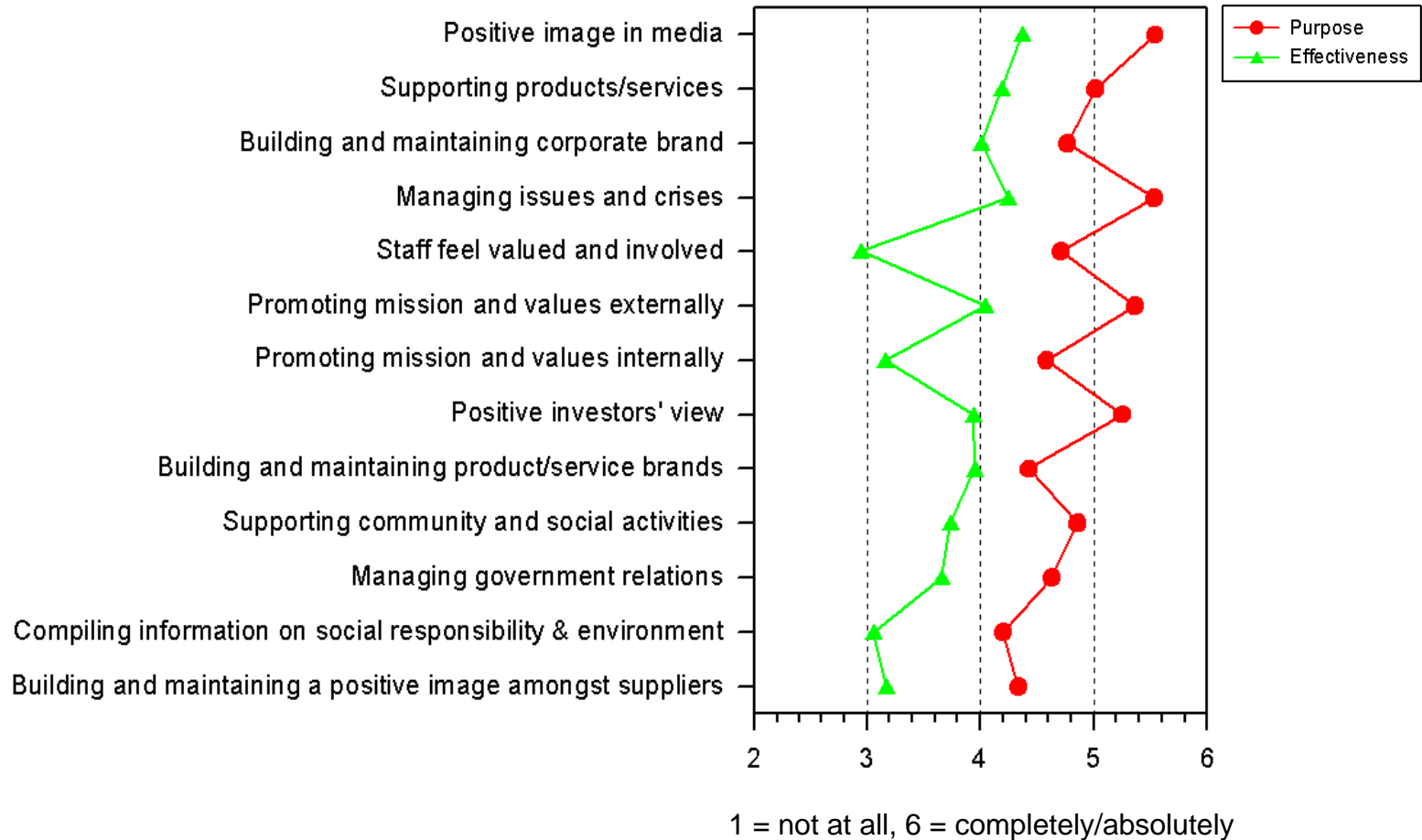


Research & Analysis	Planning	Resourcing	Doing	Measuring
Understand your industry and the competition	Define vision of success - Simplify the complex	Attract, train and develop staff with appropriate skills	Visualise a story	Agree performance measures
Understand audiences and how to influence their behaviour	Define objectives and desired outcomes	Secure budget	Develop creativity - Think laterally - outside the box	Measure 'where we are now'
Insightful analysis of needs of the organisation	Apply systematic approach to problem solving	Select appropriate media and technologies	Deliver systematic implementation	Monitor ongoing achievement against objectives
Understand legal and financial issues	Define target groups		Build relationships	Evaluate results against objectives
Identify core activities	Develop methodologies		Use appropriate tools to communicate message	Performance Appraisal
	Sell benefits and gain agreement			

Drivers of Profit-Building Strategy

- Technology allows organizations to be closer to the customer than ever before
- Branding builds significant financial value
- Globalization = unified, consistent, integrated brand strategy while retaining the unique needs of local markets and cultures

Your PR Objectives and how effectively they are achieved



Public Relations Services

- Media Relations
- Corporate Positioning
- Press releases & Writing
- Product Reviews
- Awards Submissions
- Press Conferences
- Collateral Development
- Internal Communications
- Crisis Planning
- Speaking Opportunities
- Trade Show Support
- Media & Presentation Training

Corporate Affairs

- Gather Competitive Intelligence @ EU Institutions
- Research of EU Commission Projects to support your request for subsidies
- Lobbying Campaigns for customers, trade organisations

Our Strength at Your Service

- Single Point of Contact for Europe
- Local Countries receive Local PR Support
- Professional European PR Campaign Manager
- Results, Results, Results

www.prconstellation.com



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TIFF (Uncompressed) decompressor
are needed to see this picture.



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The Only Way is Up !

