

## MEDIA AND PRESS RELATIONS

With a network of international partner companies, ABC enables customers to reach both media and marketplaces across the world. We work in the following technology areas: telecommunications, networking, IT-security, photonics, electronics and engineering.

### Strategic Press Relations

ABC helps companies engage with audiences on a number of levels. Whether it is about generating media coverage to explain, validate or endorse news, features, white papers, or case studies. We develop relationships with journalists by helping to create thought leadership on specialist subjects. We create face to face meetings for our clients.

### International Press Relations

With a network of international partner companies, ABC enables customers to reach journalists and media around the globe. We have partner companies in most European countries as well as Asia and the US. We can help you build a media strategy to match your needs and your budget. Whether you need to reach TV, radio, internet, newspapers, business magazines or specialist press.

### Specialist Technical Press

We help companies in the following specialist technology areas: telecommunications, aviation, networking, storage, IT-security, photonics, electronics and engineering develop and refine company newsletters. By closely liaising with our clients and journalists, ABC produces regular communications that are effective and gain coverage. We ensure editors understand products and the niche marketplaces they are

### Media Consulting

ABC can offer dedicated media training services to executives, defining the most efficient method of communicating with individual journalist. This service includes analysis of the relevant media, advanced feature planning and media relationship management.