

Case Story

Client: **Egon Zehnder International**

Period: **2000-2004**

The Task

- Plan and implement tailored-made long term corporate communications, personal PR and press relations;
- On-going communications advisory and consultation.

Measures

- Generating exposure for the Head of EZI Budapest as President of the Harvard Club of Hungary and President of the Circle of Friends of the Museum of Applied Arts - hosting events and leading communication initiatives;
- Coordinating support to publishing the book Emotional Intelligence in Hungarian with a chapter on EZI as a positive example - generating exposure through realizing press event and professional workshop for target business segments;
- Event organization from invitation procedures through implementation and follow-up (press briefings, lectures, book presentation, workshop, VIP dinners, etc.);
- Ongoing press relations:
 - - Developing and distributing press releases,
 - - Setting up one-to-one interviews and special features,
 - - Organizing press events,
 - - Media monitoring and media analyses.

Results

- Favorable profile developed and consolidated for EZI and its head of office underscoring attributes of reliability, confidence and quality at all targeted segments;
- High-level recognition and contacts established at decision-making levels in politics, business and sciences;
- Positive and objective media coverage registered in the local press strengthening the image of EZI and its lead consultants.