

SCHWARTZ**PUBLIC**RELATIONS

PORTRAIT OF A  
PUBLIC RELATIONS AGENCY

**If you want good things said about you,  
it's best not to say them yourself.**

**(Blaise Pascal, 1623-1662)**

## **You**

are a modern business attaching great importance to serious communication with the public and the media. Your products and services are attractive and leading-edge.

You are looking for a partner you can trust with your public relations. One that understands your solutions, takes the weight off your shoulders and represents you reliably.

## **We**

are a dedicated team of communication experts with years of PR experience. We apply ourselves with creativity, persistence and personality on behalf of our clients.

The following pages outline who we are, how we work and what we do.

So read on ... you may be about to get to know your new PR agency!

**SCHWARTZPUBLICRELATIONS**

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## WHO are we?

We are a team that works together with you in a co-operative, reliable and quality-conscious way – always keeping in mind our goal to support you successfully as a client, while at the same time respecting the rules of the media. In order to satisfy these demands, our team comprises highly-qualified business economists, psychologists, journalists, communication experts and humanists. But more than that, they are people with heart and personality.

We are a full-service PR agency that advises information and communications technology clients – in the consumer electronics and multimedia fields, as well as in the service, travel and real estate sectors. We know the ropes in business-to-business (B2B) and business-to-consumer (B2C) communications.

## People

*“I particularly admire this agency because it has the right mix of professionalism and collegiality and I can recommend SCHWARTZ Public Relations without constraint.”*

Oliver Lubich  
airBaltic

## B2B and B2C

Several of our clients are multinational companies whose communications activities we oversee not only in Germany, but also in Austria and Switzerland. Our Munich base means we are well placed to serve these markets. It also means we're close to the media, IT and telecommunication companies based in this region, and gives us access to a broad spectrum of service providers and specialized partners.

As the German partner of the international PR Network Eurocom Worldwide ([www.eurocompr.com](http://www.eurocompr.com)), we can also handle assignments outside German-speaking markets. In these cases, we can act as lead agency within the network and provide effective control of your international communications activities.

## Munich

## Eurocom Worldwide

*"As part of a worldwide PR network, SCHWARTZ Public relations promised us "one stop – non stop PR"... and they kept that promise! With SCHWARTZ Public Relations Germany's lead agency for the other international members of the Eurocom Worldwide network, we have a central point of contact, are provided with standardized reporting and also receive a monthly invoice from a single partner."*

Angelika Greil  
Iron Mountain Digital

Christoph Schwartz is the founder and owner of SCHWARTZ PR. After training in advertising sales, and studying business administration, Christoph started his career as PR consultant in Cologne with the Europe-wide PR agency ABC/EUROCOM. After this, he worked for the then market-leading Burson-Marsteller, where as an account director he advised clients in the IT industry. Father of two, Christoph founded SCHWARTZ PR in 1994 with his first client PictureTel, for whom he had been working for more than eight years.

## Owner

The depth of our client relationships has been key to the development of SCHWARTZ PR. Our client relationships tend to endure much longer than is usual in the trade. We primarily gain new clients through recommendations from our existing ones. We put this success down to our dedication and the high demands we place on ourselves – never being content to rest on our laurels. This has a lot to do with the personality of Christoph Schwartz, who places great emphasis on precision, tenacity and reliability, and who is significantly involved in the support of each and every client.

## Client–agency relationship

*“Pinnacle Systems delighted about working with SCHWARTZ Public Relations – an agency we knew beforehand and which we have a lot of experience with. What is particularly appealing about SCHWARTZ Public Relations is that it understand the special needs and wishes of the electronic media sector and that we always have someone who is ready to listen when these particularities need to be taken into account.”*

Wolfgang Kasenbacher  
Bayerischer Rundfunk

## WHAT does Public Relations mean for us?

People have a basic need to communicate. So do companies. And they both need to communicate with *people*. We see our task as supporting, guiding and maintaining our clients' communication with their audience.

Effective Public Relations (PR) requires credible presentation of your people and businesses. And the bedrock of any successful communications program is openness and trust.

**Credibility**

Frankness does not mean revealing everything about yourself to others: rather a willingness to disclose information when specifically asked for it. Companies must be able to admit mistakes, and be honest about what they are doing to put them right. Frankness also means being prepared to criticize and to accept criticism. As a PR agency, we need to be open to both sides – to our clients as well as to the media. We have to be open to criticism and we must have the courage to criticize – our clients as well as the media.

## **Frankness**

Effective PR creates confidence between your company and the public. Since the public obtain information primarily via the media, the media's confidence in your company is vital. We see ourselves as an intermediary between your business and the media. Only when both parties confide in us are we able to initiate and maintain a free flow of communication.

## **Confidence**

*"I would like to thank the team of SCHWARTZ Public Relations for their wonderful work during CeBIT 2006 in Hanover. The great expertise, flexibility and quality of their PR work set new standards for me. Without your work, we would not be close to where we are today!"*

Tim von Törne  
Skype

Building confidence cannot be achieved overnight. It takes time. PR is a long-term business, and requires long-term relationships between all parties in order to accumulate a wealth of common experiences. An editor must know a company thoroughly in order to report on it capably. A PR consultant must know an editor well in order to present a new topic in detail. A company must know its consultants well in order to trust them with delicate information.

As a PR agency, we function as service provider for our clients as well as for journalists. PR can only be effective when no-one is being left out. Our task is to approach both parties actively and to maintain the communication flow in the company-agency-media triangle.

## Long-term relationships

## Service

*“The PR experts at SCHWARTZ Public Relations make their client’s cause their own – an approach that cannot, unfortunately, be taken for granted with most service providers these days.”*

Astrid Grüter  
Axima GmbH

## HOW do we work?

When you work with us, you may find we have a somewhat different approach than our competitors.

As an owner-run agency, we attach great importance to personal co-operation with you at every level – whether it's trainees, consultants or the owner. Christoph Schwartz is not only involved in strategic planning, but is also concerned with day-to-day operations and is always available to our clients. On the other hand, our consultants will keep you fully informed about developments and will co-ordinate closely with you. They will relieve you of organizational tasks and keep an eye on all projects at all times. It is one of our major aspirations to offer consulting advice that is not only competent, but also personal - and perhaps even corrective, if need be.

You may also notice the enthusiasm and perseverance that we apply to your success. This includes interdisciplinary thinking as well as the intelligence and ability to engage your markets and solutions intensively. Only someone who fully understands your markets and issues can develop workable ideas and suggestions, and implement these successfully in the media.

### Personal

*"In fact, we work together so closely as if we were sitting at the same desk. The coordination is direct, short and efficient. And SCHWARTZ Public Relations still can surprise me by not only knowing the most remote and least-known branch media, but furthermore having excellent personal contacts to the relevant editors."*

Harald Engelhardt  
Sage Software

### Persevering

Our agency's reputation among the media is one of our highest priorities – and one of the biggest contributors to your success. We do not simply issue translated press releases, for example, but ensure that messages are tailored to your market and the requirements of the media. We do not get trainees to phone up journalists without reason. We also value promptness – in our day-to-day business with you, as well as in responding to editors' enquiries – which is greatly appreciated by journalists who are notoriously short of time.

Finally, we are a somewhat different agency because of our business-like approach. We do not confuse PR with small talk and canapés. We are down-to-earth and unaffected, and we never forget we are supporting your *business*.

### **Purposeful**

*"There are very few agencies I know that regularly respond within an hour. SCHWARTZ Public Relations is one of them."*

Robert Schoblick  
Telekom Praxis

### **Business-like**

## **WHAT do we do?**

As a full service agency, SCHWARTZ Public Relations can advise you in all matters concerning PR – from internal communications, through media relations, to direct external and crisis communications.

The top priority for all PR is to serve your company's interests. We don't sell PR strategies "off the peg", but will sit with you to learn about your business, your products, your image, your market and your competition. Starting from this basic analysis, we develop an extensive communications concept containing targets and target groups, strategies, messages as well as measurement criteria which we will implement in close co-ordination with you.

## **PR analysis**

Effective internal communications – involving all employees – is crucial to every company's success. It has a positive effect on your employees' commitment and, by providing a solid infrastructure, helps to strengthen your company's identity in times of crisis. Employee publications and a well-organized intranet enrich communication within the company, create transparency, clarify company targets and achievements and encourage employee identification with the business. Events such as Christmas and office parties provide additional forms of internal communication and motivation, which we can readily organize and carry out with you.

For media relations, we act as your outsourced press office and relieve you of all administrative and organizational tasks in day-to-day business. The core of all our work is our well-maintained press data bank, which contains more than 8,000 media contacts. From this data bank, a targeted media list is selected and updated regularly for every client. An integrated contact history enables our consultants to view all previous contacts with individual editors and to find out about a particular journalist's interests and areas of expertise – one of the most crucial factors of goal-oriented and successful media communications.

## **Internal communications**

## **Media relations**

*"For us, SCHWARTZ Public Relations is above all a synonym for competence, precision and professionalism. The vigour and creativeness with which the Schwartz team goes about its work never fail to amaze us. We can rely blindly on their excellent personal contacts to the editors of the automotive and lifestyle press."*

Franz-Josef Grunwald  
Garmin

We communicate with the media on three different strategic levels: written information, personal communication and practical demonstration.

Written information such as press releases, backgrounders, technical articles and case studies inform editors in a factual way about your business, and serve as a source of content for articles. As well as acting in your interest, we always keep an eye on editors' needs: we aim to write creatively, comprehensibly and informatively. Furthermore, we attach great importance to targeting your messages at the right contacts, rather than potentially annoying a large number of journalists with irrelevant material. Articles we write and place for you are individually tailored for the particular publication. Thanks to regular analyses of media plans, we are always up-to-date on upcoming features and are in a position to actively offer journalists support for their research and writing.

### **Written information**

*"I can wholeheartedly confirm that, in all my dealings with SCHWARTZ Public Relations, everything has gone absolutely smoothly. They always deliver exactly what we want in the shortest possible time. From my viewpoint, that's all that counts: getting the right information exactly when it is needed."*

Tobias Weidemann  
PC Welt

Personal communication between your company and the media in interviews, visits to editorial offices, press conferences and round-tables conveys valuable background knowledge, raises mutual confidence and brings your company and editors closer together. SCHWARTZ PR won't leave you alone in talking to the media. Every contact between your speakers and editors will be set up carefully, and both parties will be well prepared in order to help ensure a smooth, trouble-free discussion, through which you will naturally be accompanied. Furthermore, we offer interview training in which your spokespeople learn about editors' individual requirements and are coached in successfully conveying your company's strengths and interests.

Practical demonstrations of products and services – in workshops, during facility visits or by supplying test products – convince journalists of your company's professional know-how, and help them understand your solutions and unique selling points. We initiate product tests, accompany journalists through the test and compile all relevant information.

### **Personal communication**

*"I can also happily confirm that this was one of the few training sessions I have been on which has truly been worthwhile. In addition to this, it was also fun!"*

Dietmar Becker  
Iron Mountain Digital

### **Practical demonstration**

Direct external communication is first and foremost aimed at your existing and potential customers and business partners, but also serves journalists as a source of information. Forums, panel discussions and trade fairs are good opportunities to demonstrate your expertise to a wide public. We place your representatives as speakers, prepare them for the task and accompany them throughout the event. On important business occasions such as market entries and product launches, we arrange presentations, meetings, and partner and trade events. We can also develop and create customer magazines, image brochures and other marketing content and – in co-operation with external partners – handle artwork and printing.

All these PR measures build upon and complement each other to form a communication mix tailored to your company's needs. We will always tell you frankly and honestly which measures make sense for you ... and which don't. With SCHWARTZ PR you have an agency that offers competent and dedicated consultancy from day one, and that can create a successful and prominent public profile for your company.

## **External communications**

*"The colleagues at SCHWARTZ Public Relations do excellent jobs for various clients and product ranges – they are fast, professional and absolutely reliable. For some years now, SCHWARTZ Public Relations has been among my most important contacts, first and foremost in the fields of commercial programmes and video processing. Co-operation with them has always been very good, not only professionally. If I had to assign a PR budget I would have this agency on my shortlist."*

Peter Knoll  
PC Magazin

## WHO are our References?

Activis	MCY
airBaltic	MVC
Agrar Energie	Onsite Computer
Allasso	Oztrak
Integralis	PictureTel
Axima	Pinnacle Systems
Barracuda	Placeware
Bluesocket	Polycom
Brooks Automation	Polyspan
Caloga	Quartess
ComGroup	Rainfinity
Concord Camera/Jenoptik	Regus Business Centre
Defense AG	RTX
Det Norske Veritas	Sage Software
Empirix	Schneider Electronics
Ezenia!	Skype
FON	Sphairon
Garmin	Steinberg
Get2chip	Stonesoft
Global Knowledge	SurfControl
Gomez	Synchro
Hypnotizer	Tekelec
iesy	Tellabs
iET Solutions	TrekStor
Integralis	Trolltech
Iron Mountain	United Nations/WFP
Jasc Software/Top Systems	VCON
Logics Software	VideoCon
Lunanova	VLSI
Magirus	zanox
Mabunta	
Madge	

**Come and get to know us!**

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