

pressto profile



pressto • agentur für medienkommunikation

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Realizing intelligent communication

Making complex issues understandable is pressto's main task: In our society we need pilots who offer orientation in view of the daily flood of information. Who edit information in a such way that it can be used to form an opinion or to further differentiate ones views.

This service is especially requested by institutions and companies whose main concern is to communicate and to explain contents. Everyone who is trying to find his or her way in our society is grateful for information that offers real additional value. Information which means an advantage regarding knowledge, understanding and the ability to judge. People want to be taken seriously by information providers and want their knowledge and skills to be challenged. They want to be emotionally addressed and understood. They don't want to be persuaded, they want to be convinced.

We focus on classic journalistic virtues, e.g. the separation of opinion, information and marketing. This is the only way for our clients to be taken seriously by the media and the public. Thus, we cooperate with external experts from our network. Whenever it makes sense with regard to contents. We organize »intelligent communication« for our clients – by using all media channels.

We are ready for your demands

pressto provides advice concerning the whole field of communication with and via media. We organize and optimize the contact to the different media for you – from the specialized press via mainstream press up to radio and television. Furthermore, we attend to your in-house communication media as well as your company's appearance.



Informing people

pressto develops concepts for organizing and communicating information and puts them into practice. Text competence, conceptual strength and experience in all media forms (print, online, audio, video) characterize the staff members of pressto.

Our work results in successful PR and marketing campaigns, newsletters, magazines, date previews, journals, photo shootings, video and audio productions or specific media services for specialized editorial offices.

With competent partners pressto offers all graphic services, translations as well as the technical realization of audio and video productions.

Bringing people together

pressto organizes seminars and workshops for journalists as well as symposia and congresses for special occupational groups: This includes the search for speakers, the composition of the programme, the development of a claim and the organisation of a suitable location up to attracting participants, support of the speakers, organisation of the supporting programme and financial transactions including controlling.

pressto has been assigned by the European Commission to act as interface for radio and television stations from North Rhine-Westphalia, Hesse, Saarland and Rhineland-Palatinate, who want to learn more about European topics. We find interview partners, give seminars and lectures and sensitize for the long-term strengths of European integration.

pressto maintains its contacts – through personal networking and in our data bases. We keep in direct contact with our clients and let them know about new trends and developments. We get involved in special trade and social networking forums. Thanks to a well maintained address pool our mailings also reach the correct addressee.

Developing organizations

companies and associations are part of rapidly changing surroundings. This has effects on their self-conception and their fields of activities. The constant change

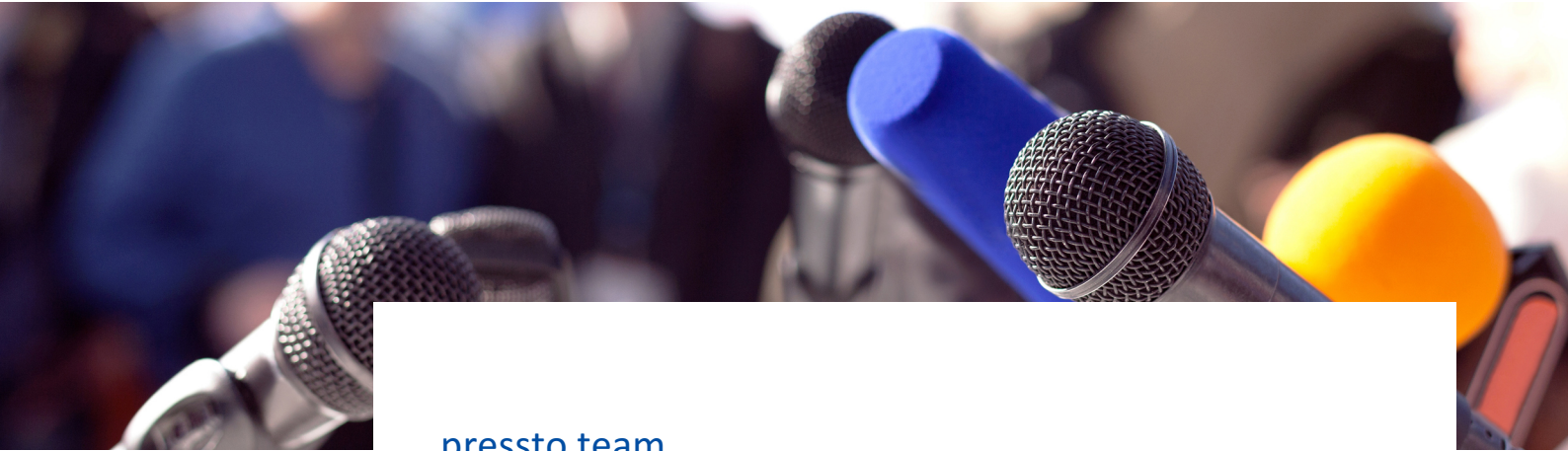
of demands must be considered in the outer appearance and communication structure of organizations. Here, external agencies can offer important impulses. Whether dealing with an IT company, a large cooperative or a regional association: pressto closely analyzes the situation and uses its industry knowledge to show its clients the right strategic way. Operative measures include: graphic relaunches via communication or marketing concepts, press work and public relations management up to customized campaigns which communicate the new strategy to the industry or the public.

Your satisfaction is our measure of quality

We are curious and love to get to know new subject matters. Our strength is to communicate complex issues to a wide or specific public in an understandable way – via all media channels.

We are most experienced in political communication and the subject areas of traffic, police, security, information technology as well as horticulture and nutrition. Due to our long-standing activities we know about topics and trends. We know how to help associations and institutions from the public sector as well as companies from the private sector to create their own identities and to strengthen their communication with the media.

It is not the size of a job that is important to us. Whether developing a concept, a newsletter or a complete PR campaign – three aims are always given top priority: We meet the individual challenge of any task. We plan pragmatically and in line with the client's needs. We achieve the highest level of quality possible.



pressto team

The efficient and flexible pressto team combines professional experience with solid background knowledge and expertise. Every single member brings its individual strengths into the product of our work. The results are convincing solutions that fulfil our clients' high expectations. Reliability and cost safety are our basis for a long lasting cooperation. As part of a network we cooperate in the fields of graphic design, photography and web design with experienced partners. A network, that you can use to your own advantage.

We make an effort for your success.

- Thomas Eckelmann
- Walter Liedtke
- Simone Bauer
- Sylvia Bösch
- Fiona Lachner
- Kristina Limbach
- Alexander Lorber
- Maike Walter

Contact

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