



Media Relations

Skilful delivery of the right message to your target audience can mean the difference between acclaim for a product or position on an issue and negative coverage that could have damaging repercussions for years to come. That's why we place effective media relations strategies at the heart of every integrated communication programme.

Finely-tuned contact with the media begins with knowledge of and respect for the role it plays. It's certainly much more than simply sending out press releases.

Technological advances and developments within the media environment have opened up a range of ways organisations can voice opinions and ideas.

Good media relations are not an end in themselves, but are crucial to reaching defined communication objectives.

akkanto has developed a specific, tailor-made, approach with regards to media positioning:

- > Building long-term relationships with journalists
- > Telling the right story at the right time
- > Taking competitor initiatives and positions into account
- > Understanding the rules in the media environment

We have developed a toolbox to implement this strategic approach that is constantly reviewed and fine-tuned to ensure it continues to meet customers' needs.



Tools to help you ensure successful media relations:

Audits and monitoring

- Quantitative and qualitative media audits
- Media monitoring and analysis

Strategy and planning

- Choice of messages, media outlets and media tactics
- Alignment of media relations strategies with overall communication and business strategy
- Development of media relations policies and guidelines
- Research on editorial calendar opportunities, possibilities of sponsoring activities

Implementation of media plans

- Identification of news value, speaking opportunities
- Media pitches
- Organisation of press visits, media briefings, press events, one-to-one interviews
- Preparation of press materials such as press kits, targeted media lists, press releases, boilerplates, journalists' profiles and description of television programmes, factsheets, statements, by-lined articles, stories & testimonials
- Managing mailing of press releases
- Outsourced press office activities
- Handling media calls (via 'media log sheets')
- Translation and proofreading of documents

For more information, please contact:

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To ensure you have the latest version, please check our website: www.akkanto.com/our-expertise/media-relations. You will also find testimonials from companies who have benefitted from our Media Relations services, as well as information about akkanto's Media Relations consultants.

