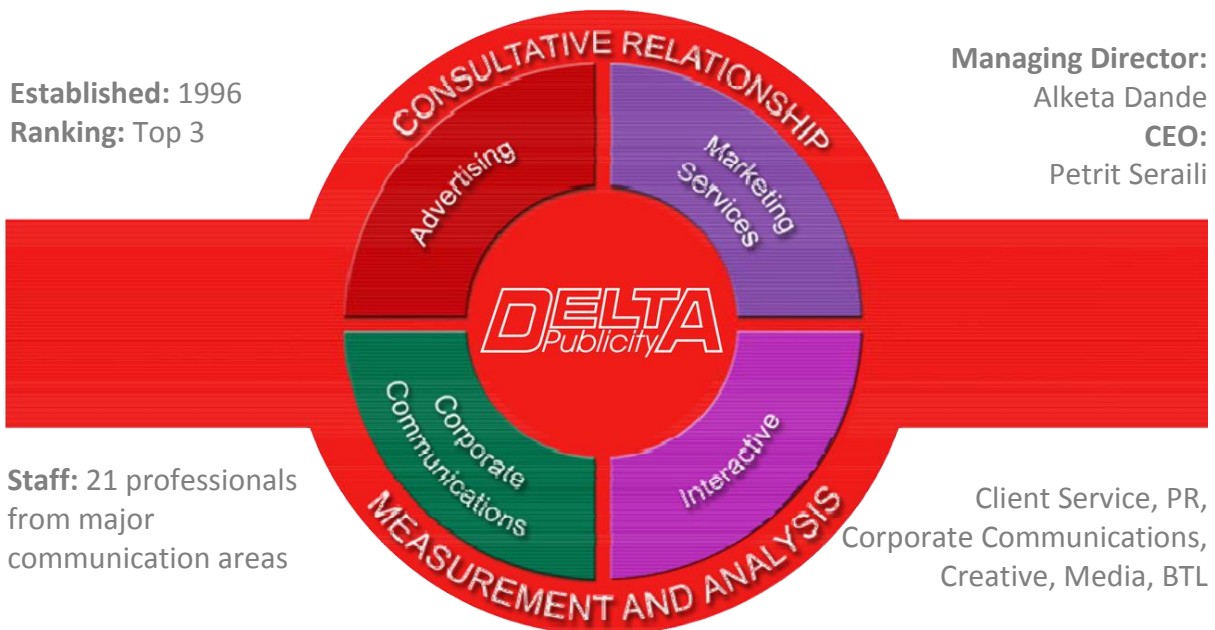


PR services proposal

1. Delta Publicity

Formed in 1996 Delta Publicity, as a finalization of desires and ambitions of its founders, is a national Marketing, PR and Communication agency which provides international and national clients with local help in Marketing Services, Advertising, Strategic planning, Corporate Communications, Interactive, Social Media Management etc. Our main principle is to create a competitive advantage for our clients by increasing their brand value. Delta Publicity is positioned as a consolidated Communication and Media Agency, able to manage client needs through contemporary strategies and inspired techniques of PR and advertising. Delta Publicity manages the largest portfolio of international clients in Albania and Kosovo.



We provide our clients with a full range of services:

- PR and Communications Strategy
- Media Planning & Buying
- Creativity & Production
- BTL – Event organizing

2. Key PR partnerships

www.cez.al



Media Relations:

- Strategy and message development
- Speech and ghost-writing services
- Editorial Campaigns
- Media Event Organization
- Media Material Development

Corporate Communication:

- Crisis and litigation communication
- Corporate Social Responsibility design strategy and implementation
- Executive Reputation Management

Public Affairs:

- Define the key stakeholders across the spectrum of policy-makers and influencers (national and local), map the issues and develop and execute an effective outreach scheme.
- Crisis Communications and Reaction Plan
- Designing and implementing processes and activities
- Grass Roots outreach:
- Community Outreach
- Public Education and Mobilization
- Corporate Reputation
- Grassroots Marketing

www.bankerspetroleum.com



Media Relations and advertising;

- Distribution and follow-up of press releases /statements/news bulletin and any press related document to the media chosen..
- Speech and ghost-writing services
- TV Interviews/news stories
- Development of Editorial Campaigns
- Media Event Organization
- Media Material Development

<http://www.enel.it>



PR and Intelligence market analysis

- Distribution and follow-up of press releases,organizing of interview
- Organization of Media relations activities.

3. PR services

- **Strategic planning** – preparing long term/short term communication strategies and communication plans for improvement of company image or positioning of products and services.
- **Corporate Communications**- consultation of company managers in the process of communication with company's target audiences as partners, governmental institutions, NGOs and others.
- **Crisis management**- preparation of crisis communication plans in a crisis situations and forming of a special crisis team.
- **Government affairs**– supporting useful relations with the authorities.
- **Media relation**– development and support of media relations
- **Events organization:**
 - Media events - press conferences, press breakfasts
 - Special presentations of new products/services
 - Corporate events – external and internal audiences
 - Seminars for various audiences/target groups
 - Media trips
 - Round tables, conferences