

PUBLIC RELATIONS & PUBLIC AFFAIRS CASES

Quarterly 1, 2015

Good Day dear Madam, dear Sir, dear Friend!

January 2015

Brains, Experience and Networks

Why keep the smart professionals for ourselves?

In the last 29 years we have been working together with (interim) specialists of different kinds of disciplines. How different they are, there is one similarity. They all share authoritative brains, capacity, experience and especially their Golden Networks.

They served embassies, ministries, multinationals and clients just around the corner and were - and still are - operating in defence, homeland security, chemical- and petro chemical industry, real estate, transportation, electrical and electronic industry as well as in the printing-, internet- and other media related organisations. Some were and are active in semi-public or governmental organisations.

Positioning (these) 'others' has been our unique selling point during the last 35 years. That is a relatively easy job, because these interim professionals are flexible, solid and 'priceless' in an attractive way. So try them for one month, one year or more. You only can win.

Our job is to make sure that your assignments are mature and interesting enough for these very capable and skilled interim chief executive officers, general managers, diplomats, public relations and public affairs specialists and text writers, journalists and military staff officers.

If we can't deliver the interim pro you are looking for, we'll search for him or her on a no-cure-no-pay basis. So why keep 'the smart professionals for ourselves' when we have clients who can profit from these qualified experts as well?

Some highlights

Our ongoing business in the security environment is focussed on Cyber Security. We work for a group called MonSec specialised in monitoring, log analytics and security of servers/computer systems, whose task is to prevent hacking. It is all about the ambition to reach for a safer internet economy. MonSec can see illegal activities in your servers, where the hacking is coming from and it can stop these activities.

Another highlight is the organisation of our 27th NIDV Exhibition for Defence and Homeland Security. We'll bring innovative industries from all over the world together in Rotterdam in order to help them in doing business with other industries (off set situations) and of course with the Ministry of Defence and the Ministry of Justice & Homeland Security. In 2014 we welcomed more than 150 exhibiting companies from the USA, Canada, France, Germany, Norway, Israel, Belgium, Sweden, United Kingdom and many other countries. This year the exhibition will be held on the 19th of November in Rotterdam.

Less luck we had with the congress of the ESA the European Space Agency. Much to our regret he ESA refuses to tell why we lost the proposal. Not really mature for such an agency.

And of course we are also still very active for the benefit of the children of the *Sophia Children's Hospital* by organising a pleasant day-out for these children, their brothers, sisters and parents. We do this in cooperation with the members of the owner clubs of Ferrari, Maserati, Bugatti, Lamborghini, Porsche and Spyker in the last week of May 2014.

We hope we can help you and/or your company being successful in 2015!

Patrick E. Davidson

Cell phone: + 31 (0) 6.25090509

E: pr.mg.52@planet.nl

www.PublicAffairsMgt.nl

PR-MG-52 HOLDING BV