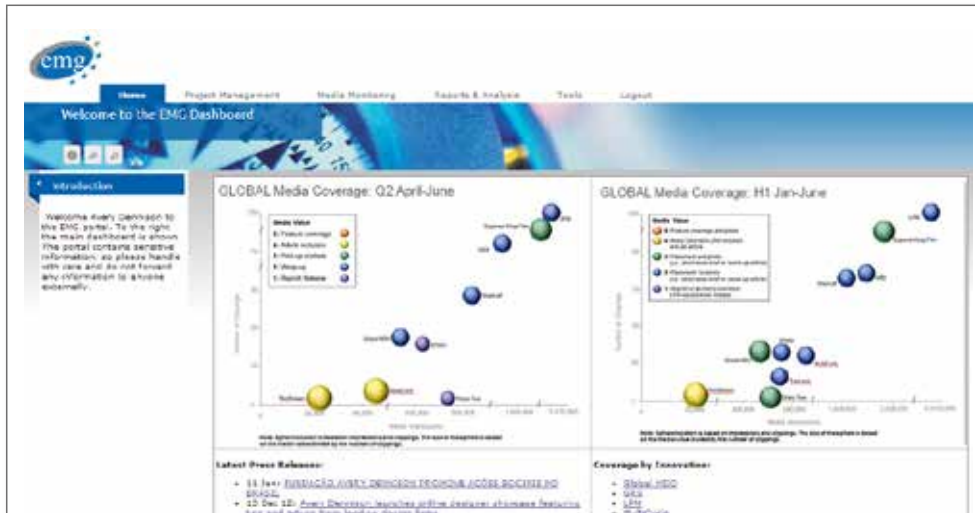




**communications
management**





The EMG Portal

Companies around the world strive for productivity and efficiency, yet many continue to be bogged down by multiple or conflicting internal processes such as tracking and reporting. As a result investments are made in enterprise management systems for everything from finance to HR systems to CRMs. Why not for communications?

EMG took a practical approach to this problem and developed a proprietary communications management system for client use. We're experts in managing and organizing information – with

industrial clients around the world, a database of 12,000 media contacts, press coverage and social media monitoring, trade fairs, trainings, global offices to serve local clients, a global network of agencies - we know how to get organized.

Clients now have the benefit of our experience, in an online system to manage and monitor their communications activities using tools to organize, track, measure, analyze and share. They gain efficiency and productivity enabling them to spend valuable time on strategic initiatives to move their business forward.

Communications Management – The EMG Way™

Plan and manage

The EMG Portal is a customizable information system that allows you to create your own infrastructure. You can plan, organize and manage your pipeline of events, campaigns, PR activities and interactions with media, and easily transfer knowledge ensuring your team and company spokespeople are using approved company messages and information.

Multiple and secure access means your team is aligned and working on the same project documents versus chasing down the most current version and wasting precious time.

You can eliminate duplicative work for example in the production of press releases, because the system tracks progress from sourcing, writing, approvals, translation and distribution through to coverage. It also tracks event developments including action plans, media outreach and interviews, and takes the hassle out of scheduling with an on-stand appointments and conference room management system.

An alert service informs registered users about newly posted materials, and system tools enable you to manage activity status in line with delivery deadlines.

Our clients are using the portal to organize a variety of information including:

- branding information
- key messages
- Q&A
- holding statements
- company information
(fact sheet, annual report, biographies etc.)
- press releases
- media training materials
- press coverage
- training videos
- event specific documents (trade show trackers, media briefing documents, media profiles, press kits etc.)

Unlock value

Combining the Portal's management capabilities with EMG's proprietary monitoring and reporting tools not only brings productivity and efficiency, it arms you with data and an understanding of the big picture so you can make more strategic decisions and choices, and show the value of the organization's investment in communications.

To learn more about EMG's monitoring, analysis, and reporting tools visit our website www.emg-pr.com

Contact EMG to discuss how the EMG Portal can help manage your communications at +31 164 317 000



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