

Company profile

Rome – January 2011

eprcomunicazione srl

Headquarters

Roma, Via Arenula 29

Established

Roma, 11 dicembre 1991

Revenues 2009

5,2 Mil. Euro

Average revenues 2000-2009

4.7 Mil. Euro

The company

eprcomunicazione is a privately held independent Italian PR agency that has performed Public Relations assignments since 1991, acquiring extensive expertise and establishing a reliable network of relationships in several sectors. To develop its business activities - in accordance with market's evolution - **epr**comunicazione had to deploy its full operating force, which consists of a large and multifaceted group of professionals who work according to ISO 9000 certified quality standards.

36 professionals work in every field according to the Agency's needs, thus ensuring that all requirements are met, and offering great flexibility for an effective control of work peaks and emerging criticalities. The Agency's core team consists of highly qualified managers and senior professionals, working in close cooperation with the Customer in analysing and evaluating constraints and objectives in connection with the planning of investments.

The Agency assists its Customers and pursues the objectives identified throughout the entire communication cycle and all the main channels and tools:

Strategic Analysis and Planning

eprcomunicazione elaborates a study including framework, aims, problems, policies, strategies, instruments, investments, benchmarks, timing, coherence, priorities: it is - in terms of communication and corporate identity - the overall strategic scenario into which it sets the client's problems and the suggested solutions.

Contents management

The Agency collects, selects, targets and edits libraries of contents relevant to the communication objectives, counterparts and channels, in order to provide a cross-checked and timely flow of contents for the various channels planned.

National & Local Public Affairs and Political Communication

eprcomunicazione manages, on behalf of its clients, the relations with major institutional bodies, national and local: Parliament; Government; the Public Administration; Regional Parliaments and Governments, etc...

Press & Media Relations

eprcomunicazione handles and manages relations in the media: press-conferences; press briefings & meetings; editing & circulation of press releases, articles, interviews; press cuttings & media surveys, etc.

Brand & Reputation management

This is one of **epr**comunicazione strongest field of activity. As strategic partner for its Customers, the great experience of our Agency in integrated multi-channel communication and solid relations with the media and institutional world offers the highest level of service

Advertising

eprcomunicazione realizes national and local campaigns, TV partnerships, etc., coherently, with an organic and harmonic use of the different communication instruments and media.

Publishing, Audio-Visual & Digital Media

eprcomunicazione directs the production of in-house instrumentation, bulletins, papers, monographs, news bulletins, films & audiovisuals, CD-Is, CD-ROMs, web sites, etc.

Communication initiatives and Events

eprcomunicazione organizes congresses, exhibitions, motion picture reviews, conventions, seminars, communication activities in local areas, etc.

Training

Courses are organized and held by eprcomunicazione for communication training, interview handling, etc., with the aim of increasing communication skills/commitments of the client's management.

Research

Market and opinion surveys are designed and performed in order to collect and analyze relevant data for client operation scenarios.

Media Monitoring

Media survey and reporting services are provided according to client specifications. The press cuttings are scanned and digitally stored, in order to build up archives that may support a wide array of retrieval approaches.

eprcomunicazione handles this service also in order to screen out the communication opportunities arising for those key issues that are of focal interest to the client.

The above array of professional actions of eprcomunicazione enables it to offer to clients the opportunities of:

- monitoring real-time Italy's political and economical life situation and trends, as well as of the evolution of lifestyles and social expectancies;
- receiving periodically an updated report of ongoing events;
- timely planning interventions, statements, positioning, etc., on those issues and that will be in the newspapers "on the following day";
- immediate accessing any other appropriate instruments of effective contact with the public, as well as the most influent players of Italy's civil and political life.

Current assignments (2008-2011)

Abbott Diagnostici, Aeroporti di Roma, Aitec, Alenia Aeronautica, Assolavoro, Assosnai, Assovetro, Automobile Club d'Italia, British Gas Italia, Buonitalia, Colacem, Comitato Bicentenario Giuseppe Garibaldi, Confartigianato, Consumer's Forum, COBAT, Consorzio Obbligatorio degli Oli Usati, Corpo Forestale dello Stato, Enel, Eurocopper, FAO, Federfarma, Fondazione Ghirelli, Forum PA, Grandi Stazioni, GRTN, International power, KME, Ministero degli Affari Esteri, Ministero Beni Culturali, Ministero delle Politiche Agricole, Alimentari e Forestali, Ministero dello Sviluppo economico, Osservatorio Giovani Alcol, Provincia di Roma, Regione Molise, Regione Siciliana, Salni Costruttori, Save the Children, SIP – Società Italiana Pediatria, Sky Italia, Telefono Azzurro.

Key experiences

Some assignments have definitely shaped the agency expertise along its growth:

1. Ministero dei Beni Culturali www.beniculturali.it & www.garibaldi200.it
 In cooperation with The Prime Minister Office and the Ministries of the Foreign Affairs, the Environment and the Protection of the Territory and the Sea, the Communications, the Defence, the Interior, the Education. Celebrations for the 200° Anniversary of the birth of Giuseppe Garibaldi. Overall design, brand design, contents management and support, media relations, website design and publishing (in 4 languages), Institutional and educational events, including the Celebration at the Parliament, a cruise with 1,000 students to Caprera Island (where the old Garibaldi retired, and is buried), a 60 Cities road-show, etc.

2. Forum P.A. www.forumpa.it
 FORUM PA is an annual convention and exhibition for public administration sponsored by the Prime Minister and the National Centre for Public Administration Information. It takes place at the Rome Fiera and attracts over 20,000 Public Administration professionals and 90.000 visitors. The agency has worked on the past 12 forum PA editions, organizing publicity, media relations, meetings and special themed events conducted in collaboration with the main national press and the large Roman dailies. This has given the agency great opportunities to strengthen and extend its network of contacts, not only with journalists but also with central and regional offices of the Government and the public administration. And as a result of our performance in managing communication at Forum PA and covering the individual meetings, we find ourselves being offered further contracts in the area of public administration at different levels. In addition the agency manages all outbound communications between the annual exhibitions, which creates a continuity of relationships with the more important national institutions and media outlets.

3. Corpo Forestale dello Stato www2.corpoforestale.it
 The forest "Police" is charged with protecting forests, the environment and endangered species in Italy. Our relationship with the Corpo Forestale, which has been in operation for four years, started with a national campaign to prevent forest fires. In order to create continuity between the seasonal campaigns, we developed a strong network with local and national media, focussed on initiatives developed by the agency, such as educational tours.
 We supported the Corpo Forestale's press office not only with content for communications but also by providing media training for regional commanders. We built up a mailing list of more than 7000 recipients, created a newsletter that was sent to the press and to opinion leaders, drafted and delivered press releases to national and local dailies, and so on.
 Top institutional events, such as the CFS anniversary celebrations, have been organised and supported in terms of Public affairs.
 The result of the long term campaign was to reposition the Corpo Forestale as one of the most respected and trustworthy public agencies, with an approval rating of 92%, second only to firefighters.

4. Confartigianato www.confartigianato.it
 Confartigianato, with a membership of more than 500,000 entrepreneurs, is the principal representative of the small manufacturing businesses that are the backbone of the Italian economy. The agency has worked with Confartigianato for more than 13 years, giving ongoing strategic advice about content, lobbying,

institutional media relations, and geographical and sectoral activities. Most recently we have devised and managed events and developed a web-based system of news and information for the network of publications put out by Confartigianato in different areas. The agency has also managed a series of special inserts and co-publications with *Il Sole 24 Ore*, a primary business and economics news publisher.

5. ENEL www.enel.it
 Enel is one of the largest electricity suppliers in the world and, after its recent acquisition in Spain, number two in Europe. During the Company listing and subsequent liberalization of the electricity market in Italy, and the spin-off of non-core businesses, the agency worked with Enel's communications staff to engage with the representative bodies of SMEs, and other stakeholder organizations, especially on environmental and consumer issues.
 The project consisted of a detailed stakeholder survey, including drivers of local community concerns, to provide the basis for the creation of two road shows that were rolled out regionally.
 The surveys were conducted with more than 6000 influential people, including several one-on-one meetings, all to support the project and the communications staff of Enel at its regional offices.
 The information gathered during the meetings was analysed and organized and became part of Enel's corporate knowledge management system.
 In a strictly local effort, the agency managed the communications during the pilot phase of Power Line Communication in Grosseto. This was an experiment in the delivery of ICT services over the electric grid, and required mobilizing the local institutions and the entire resident community.

6. GRTN (now, GSE) www.gse.it
 The Gestore della Rete di Trasmissione Nazionale is responsible for managing the high-tension power grid in Italy. **eprcomunicazione** first became involved with GRTN after the national black-out of September 2003. The agency managed crisis communications immediately after the black-out, and our relationship with GRTN then developed as we built an educational campaign aimed at secondary school children. The campaign culminated in a documentary on the energy supply system and consumers, hosted by Alberto Angela, a very prominent TV presenter on nature and the environment. The documentary was shown mostly in areas of highest risk, and was accompanied by a dedicated website that **eprcomunicazione** designed and built.

7. Ministero per le Attività Produttive www.sviluppoeconomico.gov.it
 The agency worked with the Ministry and the Minister of Industry in two extraordinary cases, strengthening the ministry's ability to act on media relations and its ability to increase the value of specific content.
 The first of these was the complex initiative undertaken in Italy and abroad pending the Italian presidency of the EU, during which the agency developed organisational and operational services.
 The second, which will be of special interest to BNLG, was the deep crisis in gas supply caused by the political and economic controversy between Russia and Ukraine over gas tariffs.

8. Ministero degli Affari Esteri www.esteri.it
 Advisory. Event, contents & media relations management of the Conference of the Young Italians in The world (Rome, December 2008). Website and bolg development further to the Conference,

Beyond the strictly professional assignments, the agency runs pro-bono actions on behalf of organizations - such as Save the Children, WWF, UN's FAO, Dynamo Camp, Legambiente.

The professional team

While leading to select and develop the organization and the professional skills of all the professional resources currently engaged with us, the above assignments have shaped – over the years - the agency's core managing and professional team:

Paolo Palleschi, 55, journalist, entered his career as Communications Manager at Confartigianato, the leading representative body of Italy's SMEs. He was a Board Member of SIPRA, the advertising agency of the RAI Group, and of ERI, the publisher of the same Group. In 1991, he founded **epr**comunicazione, of which today is the President.

Camillo Ricci, 52, professional journalist. He was Vice-President of Publicitas S.p.a., a company of the RAI Group that managed the promotion-sponsoring business, and Regional Councillor for the Region Lazio. He worked as spokesman and head of the press office for a government political party (from 1988 to 1993) and took care of communications at the Ministry of Defence. He was advisor for the Ministry of Productive Activities. Since 1996, he has been a partner and executive manager of **epr**comunicazione, of which today he is the Chief Executive Officer.

Giuseppe Facchetti, 68, university teacher, journalist, and manager. In corporate communications since 1972, he was responsible for the external relations of "La Rinascente", "Unione Industriale di Torino" [Turin Industrialists Union], and "Replastic". He was the president of "Incomnews" and vice-president of "SCR Associati" (Shandwick Group), as well as advisor, among the other things, for the president of Confindustria, "Burson Marsteller", the Ministry of the Environment. After teaching at the University of Perugia, he is now professor of Public Relations at the Faculty of Political Sciences at *Università Statale di Milano* [Milan's State University]. He joined **epr**comunicazione in 1997, where he is currently Vice President. He is currently the President of Assorel, the professional league of Italy's PR agencies.

Massimo Benocci, 65, architect. He worked as advisor and manager in Italy and abroad, chaired commissions on the environment, safety and technological innovation at the "Union Européenne de l'Artisanat et des Petites et Moyennes Entreprises" [European Office of Crafts and Small and Medium Enterprise]. Since 1996 he has served as advisor for **epr**comunicazione, specifically for the planning of complex events. He is currently a senior partner, responsible for analysis and planning.

Valerio Gianni, 45, chartered accountant and registered auditor, has worked as an independent professional in the past and joined **epr**comunicazione in 1994 as Administration Manager, where he takes care of the quality - under ISO 9000 standards - the budget and management control.