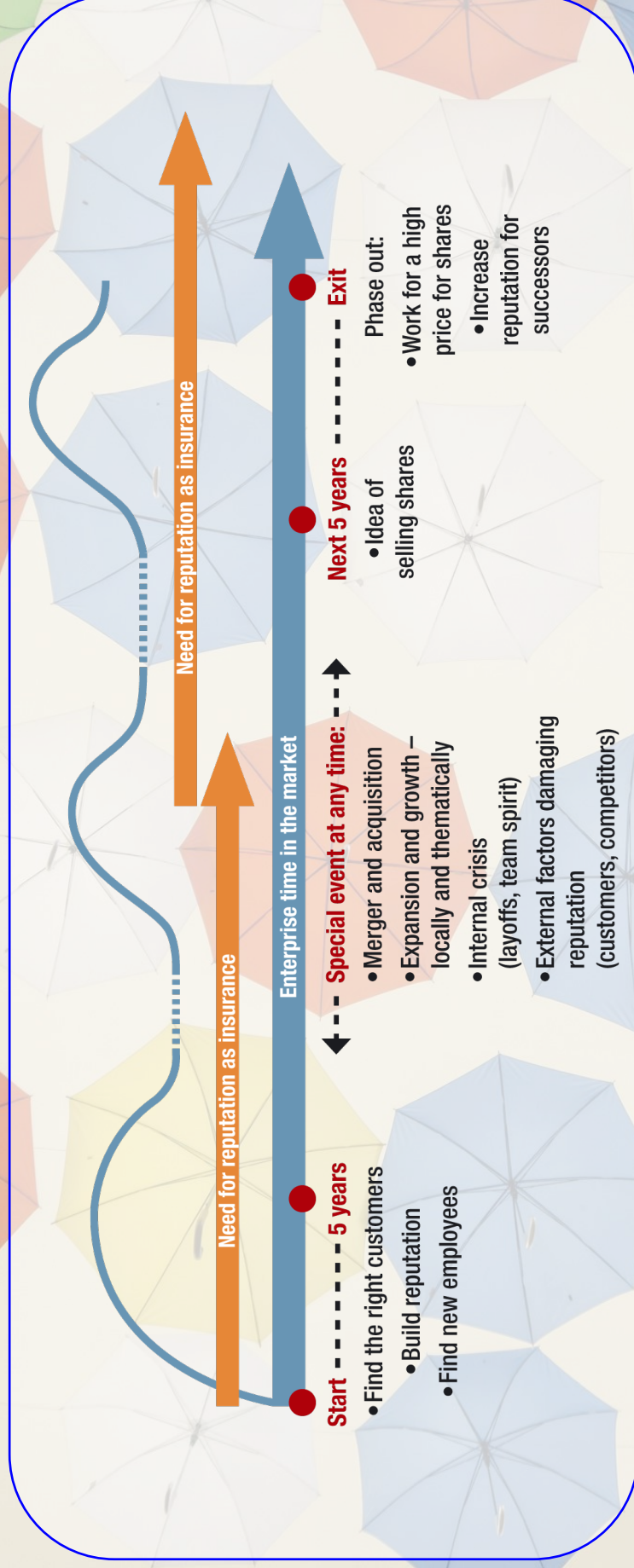


STRONGelement

Reputation Management in a New Media World - Since 1998




Customer Need Curve



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We have been working in the area of Relationship Management and Corporate Communication for more than 20 years. Our experience teaches us that there is a Customer Need Curve for reputation. This insight is our guiding principle.

Each client is different. So is his need to aim at a reputation that complies with his specific situation and individual strategy. As a consequence, the toolset to make reputation into a powerful resource for him, has to be put together with care and expertise. This is how we position ourselves: as a strong element in a partnership with our clients.



"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

Warren Buffett

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We have more than 20 years of experience in leading economic sectors such as automobile, biotech, pharma, transport or high-tech. Our team for the legal sector has acquired an outstanding position over the years. We cover the full scale of media: print, digital, radio, TV and social.

For us, the umbrella is a symbol for protection. In the literal sense against the inclemency of the elements. In the metaphorical sense against public arousal, stakeholder criticism or fake news.

The active management of your reputation is as important for your organization as your financial or your sales management.

**We take professional care of you.
We will not leave you standing in the rain!**

- build

Building a good reputation is a strategic project for any organization.

Reputation is the picture of you in the public sphere. It is based on the excellence of your services and products, on your proven successes in your business area. All this is of no value, if your stakeholders do not know about it.

We work on your reputation so that you can

Influence your position in the market

Convince prospects

Be visible to stakeholders

Sell your services

To achieve this, we define your eco-system and identify the relevant channels for each of them. We find the right message and consolidate your relationship with all your stakeholders. We create trust between you and your eco-system.



- keep

To **keep a good reputation** is based on two basic factors: the spreading **of the successes** of the organization into the market and the **awareness of the opinion** stakeholders have of you.

We take care of this by using **communication channels** established in your eco-system and **monitor the results** along defined listening points.

The integration of your entire organization through good **internal communication channels** will be one of the key tools for supporting your efforts.

We make your **successes visible**, collect positive and negative criticism and work on the continuous improvement of your messages through feedback loops.





- protect

To take measures to actively protect your reputation is unavoidable in times of crisis. The lack of gatekeepers in social and other hysterical media are one of the greatest challenges for an organization. **The preparation for crisis management is a must.**

Unfounded criticism, misleading messages, fake news and malicious attacks have to be fended off if an organization is to keep its reputation.

To achieve this, communication channels have to be actively and regularly screened and listened into. Contingency plans have to be in place.

- our expertise is the clue to your value

lawyerpress®



With our brand lawyerpress® we have been serving organizations, institutions, associations, law firms and professionals in the legal sector for more than 10 years.

Lawyerpress News, Lawyerpress TV and the online radio platform DERECHO abierto - together with social networks - are our platforms for a professional reputation management.

For more than 20 years we have been advising and accompanying German companies into the Spanish market. Our approach to reputation management was a key factor for this.

Our solid knowledge of both business cultures allows us to be an expert partner for guiding, analyzing, building and maintaining the reputation of organizations with a **German DNA** within the Spanish marketplace.

Experience tells us that new entrepreneurs neglect their reputation management by focusing on the development of products and services. Generally speaking, they believe that their digital ecosystem is enough to get and stay in touch with their stakeholders as a **start-up**.

We don't think so. This is why we help to build strong relationships with the stakeholders of young organizations. We know how to not take up valuable resources from start-ups. We rather help you find valuable resources for your special situation.





- our value proposition

Reputation Management

Corporate communication

Institutional relations

Events organization

Production of webinars

Publishing of e-books

Production of magazines, videos
and newsletters

Reputation management in crisis
situations

Communication during litigation

Communication during mergers &
acquisitions

Internal Communication

Training for company spokesper-
sons

Designing and writing of promo-
tional texts

Social Network Management

Media Clipping

- your team

Hans A. Böck

is the **founder and director** of STRONGelement,; editor of different media dedicated to the legal sector (Lawyerpress.com, Lawyerpress.TV and DERECHO abierto).

For more than 20 years, he has been dedicated to corporate communication, being a forerunner in the use of websites, blogs and social media. Hans is co-founder of Journalists without Borders in Spain, member of the Committee of Concerned Journalists, member of **ACIJUR** and member of **INKIETOS**.



Carlos R Adeva

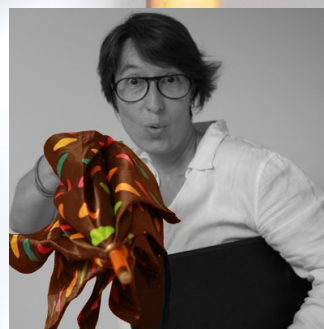


is **internal communication consultant** of STRONG element

Psychologist by profession, he has helped individuals and companies in areas such as conflict resolution, stress in the work-

place, motivation and team management, coaching and training, as well as marketing and business communication.

Núria Ribas



is **senior content and strategy consultant**.

Former editor in chief of Dossier Empresarial (2011 to

2014) she currently is co-director and host of the radio program Derecho Abierto.

Great expert of the business world and specialist in the design of communication strategies.



We
analyse
build
keep
&
protect
your reputation.

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