

Convensis - We see ourselves as a form of top service provider that provides its customers with optimum support in their daily work. We have at our disposal a network stretching across 40 countries. We enable our customers to directly exploit these sources with our information and consulting services.

CONVENSIS

- three syllables that lead you to success:

Concilio (to agree)

Venio (to show, to arrive)

Sis (if popular)

Portfolio services Convensis Group

Media liaisons and PR control

- Drafting of full-package communications strategies
- Evaluation of plausibility, communications and project coordination
- Drafting a communications plan (short and/or medium-term)
- Strategic PR and media consultancy
- Establishment and updating of an individual mailing list
- Development and support of cross-marketing projects
- Clippings and media monitoring

Marketing

- Developing marketing strategies
- Support in the implementation of the marketing activities
- Business field and diversification strategies
- Optimisation strategies for distribution
- Market development and acquisition of new customers
- Use as a sparring partner

Market research

- Consumer, trade and industry surveys
- Country and market studies
- Business information, competitive analyses, analysis of potential
- Customer and consumer analyses
- Inventory and comparative analyses

Media-Planning

- Market analysis as the basis for optimum media planning
- Media strategy, Media controlling
- Media planning including positioning in a suitable environment
- Innovative mix of quantity and quality
- Operative implementation of all media measures
- National and international

Event-Service

- contacts to companies, journalists, publishers and media centres
- organisation of press conferences, seminars
- realisation of special events
- planning of effective trade fair participation and other advertising and information events.

others:

- Academy
- Editorial Services
- Consulting