

SPOTLIGHT ON GERMANY

Our Offer for International Clients

Are you looking to create or grow your business' presence in Germany? Our specialist, international team is comprised of experienced industry and communications professionals, who have expertise in politics, economics and the media. We combine strategic and creative thinking to help our clients engage with and influence their key stakeholders. We offer a number of opportunities for companies looking to launch into the German market, or expand their European presence, to introduce you to key contacts, understand the cultural nuances of working in Germany and optimise your communications strategy to reach new audiences.

Country Coaching

Understanding how German business operates



Before starting to communicate in Germany, companies need to be aware of cultural nuances of operating in a European market, avoidable mistakes and how to navigate the uncertainty of a new communications landscape. We offer half- or full-day workshops, giving an introductory overview to the market, the media, general rules, politics, your competitors, etc.

Who is this for?

Those who will be addressing and engaging with media and stakeholders – C-suite and company spokespeople

What are some of the outcomes?

Validation of market entry conditions, training of communication skills in the German environment, understanding of operational dos and don'ts



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