

Strategy in

Communication



d-mpr

dischinger — marketing & pr

Dr. Nicola Dischinger



Nicola Dischinger has been active in financial communications since 1997. Since 2009 she has been working as a freelance communications consultant and copywriter inter alia for the Bundesverband Deutscher Kapitalbeteiligungsgesellschaften (BVK), Berlin, the European Private Equity and Venture Capital Association (EVCA), Brussels, and CHReynolds Corporate Finance AG, Frankfurt.

The thematic focus is mainly on transaction communication, regulation, AIFMD, private equity, corporate finance and reputation communication, but also cleantech and international M&A. Before 2009, she was responsible for communications at Permira Beteiligungsberatung GmbH, Frankfurt, for more than ten years in various positions - most recently as Head of Corporate Communications Germany.

Among the strengths are:

- the ability to clearly structure and understand complex topics
- distinct expertise in regulatory issues
- a passion for economic and financial interdependencies
- many years of experience in coordination processes with different players
- profound knowledge and interest in national and supranational legislative procedures

Profile

We are a consulting firm with focus on developing and implementing communication strategies for our clients. The assessment of the status quo and the development of the concept - from the analysis of the current situation to the joint determination of objectives and key messages to concrete proposals for design - is the starting point of the cooperation. Reputation issues, internal communications as well as the positioning of individuals and companies are the core of our consulting services.

The following operations complement the strategic competence:

Product range

-  Project coordination and Marketing
-  Public Relations
-  Content, newsletter, booklets, speeches
-  Online / websites
-  Interim PR-Management, Crisis PR
-  Media Research Analysis , Research

We have a lot of experience, but we cannot provide everything. Bigger projects will be coordinated with your existing suppliers and external service providers such as graphic designers, event agencies or coding specialists.

We work with a professional network of service providers such as speechwriters, IR managers, media trainers, translators or photographers.

Portfolio

It is our firm conviction that corporate communication involves more than classic PR and press work. This is an important component and indispensable for positioning and reputation issues. Communication is telling a story, painting a picture. This works the better when the story is coherent and conclusively for your audience. When all elements harmoniously interlock and complement each other, you show the whole picture – to the ones you want to reach.

Therefore, our consulting covers a wide field of communication, which also touches on marketing topics: The website should blend into the company brochure, the design of the presentations should match the newsletter and the cadence of the press release should support the strategic considerations. This approach can include whitepapers, features, profiles, case studies, Q&As, FAQs, market surveys, events, panel discussions, conferences, videos and social media.

Project Coordination and Marketing Assistance

Project coordination

We coordinate public relations or marketing projects for you - in cooperation with your press agency and your service providers. One person to talk to – we make your projects simple for you - we take over the coordination of the various service providers and agencies. This allows you to make better use of your in-house capacities without coordinating different teams, e.g. for the implementation of a new corporate design, VIP events or internal events.

Marketing assistance

We support you with a tailor-made concept and copy writing, layout consulting and mailing tips for marketing measures such as a review of the year, newsletters, customer information or your website.

Online

You have a website but are not happy with your internet presence. We test your website on functionality and content, user-friendliness, SEO and attractiveness. Then we will develop a concept how to present your company online.

Example: invest europe, Brüssel, 2016/17

Press Releases and Transaction communications

You want to announce a M & A-transaction, no matter if you are an advisor, investor or buyer/seller.

We take care of the transaction communication (German and English), from preparation of the key messages, Q & A, writing and coordination with lawyers and other stakeholders, as well as the mailing, either using your distribution list, business partners and existing press contacts or via an external service provider. A native speaker with a journalistic background is available for English texts.

Example: CHReynolds Corporate Finance AG, Riverside, Brückner

Media Relations

There are many magazines, newspapers, and broadcasters in Germany. In addition, online channels and Internet offerings are increasingly being used to inform your target group. Regardless of which selected channels you use, all these media influence our perception and assessment. If you want to be heard, you have to tell a good story, so that people like to listen to you. Not every message is worth publishing. You need good topics that fit your good managers and your company. Here we can support you, both in the development, as well as in the implementation and placement.

Project: Brückner

Press Interviews

We accompany you in your press contacts - but our task is not only to mediate the contacts. We take over the preliminary discussions, the selection of the media and discussion partners, coordinate the interview appointment and take over the coordination of formulations and quotations for you.

We would also be happy to prepare you for interview situations, coordinate the most important statements with you, create a clear and comprehensible briefing and give you qualified feedback. If you would like external trainers to prepare you for a public appearance, we can coordinate coaching with experienced trainers.

Copy writing

You would like to write a guest article in a magazine or newspaper or your are asked for a lively presentation or speech.

We love to structure complex topics in a clear and comprehensible way. The pronounced expertise, passion for economic and financial interrelationships and the pleasure of familiarising oneself with new topics help here. We support you in your research, develop the concept with you and, if you wish, we also write you the full text.

Example : Pöllath & Partner on AIFMD

Newsletter Booklets

You inform your customers regularly or only sporadically about news from your company and interesting topics from your industry. To this end, you develop appealing publications. The format has proven itself, production works routinely.

Broad experience in the development of different formats on different topics, as well as a fresh view from outside can give your newsletters or brochures a new kick. We create products that suit your customers and are read with pleasure.

Example: EVCA on Private Equity

Homepages

The Internet has become the most important source of information, both for news and information about individuals and companies.

With the period of use the habits of use change, with the offers the possibilities of participation. The Internet is a central information and communication medium and no company can work today without its own homepage, which corresponds to the usual quality standards and information needs.

A good website has at least

- a homepage that captivates your target group,
- a design that fascinates,
- an imprint that is legal (DSGVO, e-privacy...)
- navigation that is barrier-free,
- (an intranet containing special information),
- a press area that makes journalists happy.

But that is not all. The homepage must also be found. Tools of search engine marketing are available for this purpose.

We support you in fresh-up of your website, starting with an inventory, review of the structure, development of core statements, texts and layout. We make sure that your website corresponds to your corporate design and supports your strategy. Here we take over the project management and advise on all levels.

Projects: www.evca.eu und www.chrcf.com,

Interim PR Management

Bottlenecks can occur in companies and agencies from time to time: a position has not yet been filled or the workload rises sharply at short notice or a complex project is planned.

We have experience in interim PR management, both in Germany and internationally. Clients like to use flexible and highly qualified managers on short notice. For bigger projects on site as well as in the external consulting function, a binding appearance and the ability to work in a team are prerequisites. We have a lot of experience in quickly familiarising ourselves with new situations and working constructively and productively in teams.

Project: EVCA Brüssel

Media analysis

You need an intelligent evaluation of your company's image in the media? Many PR agencies offer good and comprehensive media analysis according to keywords. We read each article and evaluate its content. You receive an understandable continuous text with graphics, which answers your questions.

Example: BVK Presseauswertung

Analysis

Do you know how your company is perceived by the public? How is your company's reputation? What are they saying about your managers? A comprehensive market research study is not always the adequate way. If you want to get a first impression, we are the right contact.

(Politics) Research/ newsletter

As a company - not only in the financial sector - it is increasingly important to be informed about political developments at an early stage in order to be better prepared for changes. We keep you informed about important developments for your company or industry with regular newsletters. We have many years of experience in this area, especially for the private equity industry in the areas of regulation and financial markets as well as for the cleantech industry.

Example: BVK Politikbrief



Bundesverband deutscher Kapitalbeteiligungsunternehmen e.V. :
 Media summary (quarterly and annually) (2009 - 2012)
 Weekly politics newsletter (2009 – 2012)
 focus: Private Equity, reputation, regulation, EU, AIFMD

C ■ H ■ REYNOLDS ■ CORPORATE FINANCE

M&A-Boutique: since 2009 ongoing PR and marketing, strategic PR, Transaction communication and press releases, Interviews, Ghostwriter for articles
 Website relaunch 2013 (design, layout, project management, content)



EVCA (European Private Equity and Venture Capital Association, Brussels):
 Interim PR-Manager: optimising organisational structures, structuring of the member area (Strategy, profile development, process management, documentation);
 Development of a “membership application process”;
 Development of the new EVCA website and booklets;
 Upgrade and modification of the CRM system and implementation of an online payment system



Machinery and Equipment

Media and PR in preparation for ad-on-acquisitions, design, strategy, key message, selection of media and journalist, interviews, copy writing, positioning in the finance media and national daily press.

Interim Communications Manager –

Managerial, operational and budgetary responsibility for EVCA's Corporate communications, including media relations, corporate identity and positioning, as well as spear heading strategic communications efforts and campaigns on behalf of the private equity and venture capital industry; close co-operation with EVCA's political advocacy and research teams, as well as EVCA's secretary general, chairman and network of member-led Councils and Committees.

Running the Communications Department on a daily basis

Skills required:

- Excellent standard of spoken and written English
- Proven ability to convey complex topics simply
- A passion for finance, economics and business
- Experience/interest in policy and political worlds
- Ability to work within a consensus-building environment
- Experience of planning and executing campaigns across the full communication mix (internal and external events, press, online and digital media and in-house publications)

The logo for EVCA, consisting of the letters 'EVCA' in a white, stylized font on a dark blue rectangular background.

Website Relaunch 2012 – www.evca.eu

Additional Products: Daily Media Monitor and Weekly Member Update

The logo for INVEST EUROPE, featuring the words "INVEST" and "EUROPE" in white, stacked vertically, on a dark blue rectangular background.**Analysis** – Event Registration Process

The registration handling for events was very time consuming and inefficient. Why was this the case?

Project management – upgrade and modification of the CRM system and implementation of an online payment system; development of a handbook for registrations

The logo for Kodas Corporate Consultants, featuring a red and white checkered pattern to the left of the word "Kodas" in a bold, sans-serif font, with "Corporate Consultants" in a smaller font below it.**Presentation training** – Intern

Development of a modular presentation training tool for the middle management of a telecommunication company

Looking forward working with you.



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