

Minutes of the Public Relations Workshop in Eisenberg, Austria on Saturday 11 October 2008

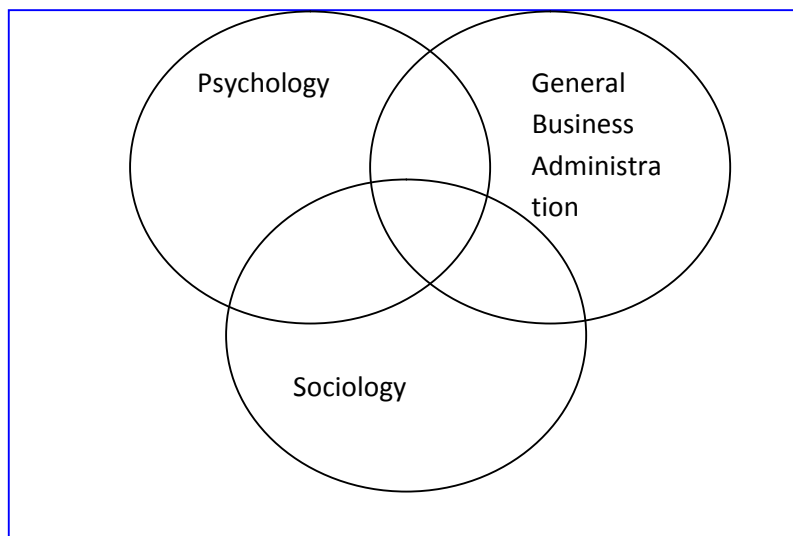
Directed by	Oliver Biernat and Dr. Karl Friedrich Dumoulin			
Participants:	Oliver Biernat Dr. Karl Friedrich Dumoulin Ugo Girardi Gernot Kos Jenny Dimitrova Marios Eliades Santiago Lapausa Dr. Thomas Geiger	Benefitax GmbH Fritze Paul Seelig Rechtsanwälte Balassone Casini Girardi Associati GT Fiduciaires SA Activ Ltd. Eliades & Partner Javier Carretero y Asociados Abogados Munkert Kugler & Partner	Frankfurt Düsseldorf Rome Luxembourg Varna Nicosia Marbella, Malaga Nürnberg	o.biernat@benefitax.de dumoulin@fps-law.de ugo.girardi@bcgstudio.it gernot.kos@gtf.lu activbg@dir.bg meliades@eliades.eu s.lapausa@jca-abogados.com t.geiger@munkertkugler.de

1) Various Definitions of “Public Relations” :

“All measures to keep relations to the public”

“Designing good and fruitful relations of an enterprise to the public including information on technical aspects and on your own enterprise”

Public relations is a mixture of psychology, sociology and general business administration.



Important is not only to issue your message to the market but also to listen to the market.

2) Public Relation Strategies used by the Participants

Regular client information letter – “a la carte” (language: local or English)

Annual report on characteristics of the firm and/or information about changes in the tax system / legal system

Company Brochure with individual profile

Watch out for Corporate Identity

Homepage

Sponsorships (e.g. Sport Events like Golf tournaments)

Charities – community work

Recruitment for Clients (place adverts in your own name for clients in the media for executive search)

Press releases

Buy a hot-air balloon with the name of your firm on it and earn money by chartering it to a balloonist and invite important clients for as free ride

In-house seminars

Summer student program

Art gallery program – exhibition/sponsorship of local painters

Give-Aways

3) Oliver Biernat and Dr. Karl Friedrich Dumoulin present the media concept in Germany for German speaking members as follows:

13 German speaking participants (lawyers and accountants) from Germany and other countries will issue 65 press articles (5 for each firm) during the next 12 months. A media expert will support them with the wording and distribute the articles in the media. All articles will give the name of the author, the company's name and will stress that this company is member of GGI. Participants hope to increase their own visibility in Germany and enhance their business opportunities and also make the name GGI more popular in Germany so that it should be identified as a brand by (potential) clients.