



Media & Influencer Relations

**Strengthen your corporate reputation
through effective storytelling**

press & social media | message development & storytelling | media trainings & workshops
journalist & influencer relations | ceo branding | monitoring & analysis

The digital age and the advent of new communication channels led to a shift from the mass approach of mainstream media to more active engagement with individuals, journalists and influencers, which, in turn, requires a more targeted approach.

Simultaneously, media relations have evolved from a mass communication tool to a key strategic discipline that contributes to the perception and the reputation of a company or institution.

Many companies have learned the hard way that online reputation is just as important as offline reputation. Securing the right coverage requires content-driven communication. Only a storytelling approach that is embedded in an overall strategy will generate tangible results, extending an organisation's outreach to meet its business objectives.

Whyte Corporate Affairs helps you transpose your business objectives into corporate communication objectives, define the story and the key messages you wish to deliver, choose the most appropriate multichannel approach, prepare your spokespersons, help you implement your communication activities, measure their results and adapt the next steps of your communication strategy accordingly.



Key questions Whyte consultants can help you find the answer to:

- **How do we get our message across?**
- **How can media and influencer relations help us gain the desired visibility?**
- **How do we monitor social media?**
- **Should we participate in a broadcast debate?**
- **Why is our press release not being picked up?**
- **How best to reach our target groups?**
- **Which KPIs are suitable to assess media coverage?**
- **How do we prepare for challenging interviews?**
- **How can we improve our relationship with journalists and influencers?**
- **How to deal with the media in crisis situations?**
- **How can media and influencer relations support our business objectives?**
- **How can we leverage our CEO?**
- **How to behave in front of a camera?**
- **How to deal with TV and radio requests?**
- **How to deal with our social media channels in crisis situations?**
- **...**

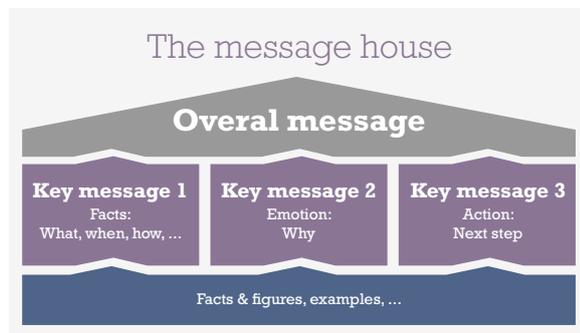
What can we do for you?

How an organisation communicates makes the difference between success or failure. Whyte Corporate Affairs helps organisations increase the efficacy of their corporate communication through an integrated approach to media and influencer relations. Whyte's role is to ensure full preparedness, the implementation of strategies and post-evaluation to measure communication effectiveness and adapt the approach accordingly.



Message development and storytelling

As an organisation you want your story and your messages to be clearly heard when journalists or other influencers write about you. Whyte goes straight to the core of what your organisation stands for and what makes it unique.



We help you tell that story in the most appealing and genuine way possible, taking into account the media's expectations and what they consider interesting news angles to cover. We define key messages that are adapted to each target and media channel.



Strategy and implementation

What is your story? Who do you want to reach? Why? And how? Together we will evaluate where you stand and where you want to be. Our dedicated team of consultants will develop a strategy to get you there and define KPIs, communication activities and goals. We will identify the target groups you need to focus on as well as develop the most appropriate media and influencer approach (e.g., channels, timing, messages) to maximise your reach and impact.

Our main objective is to get your message across and draw the attention of the media and your target audience.



Media trainings & workshops

Preparation is the key to success. We have developed a wide range of trainings, including an introduction to news and social media, crisis communication, public speaking, message building and storytelling and interview training.

We offer a mix of theory, methodologies and practical exercises so you are better prepared for your communication challenges. Experienced trainers and journalists make sure the trainings are very similar to the real thing.



Key influencer mapping and engagement

Key influencers are journalists, experts, bloggers, consumers, ... whose articles, tweets, blog posts, etc. are read by your target audience. It is imperative that you identify them and connect with them, as they can relay your story to their followers, becoming ambassadors for your organisation.



CEO branding

Traditional and social media are always looking for the face of an organisation. Consequently, a company's reputation is closely tied to that of its CEO. Whyte will help you identify speaking opportunities and prepare appropriate messages to position your CEO as the right person for the job as well as safeguard his reputation to serve the company's business objectives.



Monitoring & analysis

It is imperative that organisations monitor what is said about them in the news and on social media to understand how their organisation is perceived by their target audiences and the public as a whole.

At Whyte Corporate Affairs we screen these media, relying on traditional tools as well as on the "human touch" of our consultants who are able to identify opportunities or potential threats, analyse the impact and results of actions, both in quantitative and qualitative terms and strengthen/tailor approaches.

Contact

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