

int,ext,

int/ext Communications AG

Consultancy for internal and
external communications



Well-informed employees are an enterprise's or organization's best ambassadors. **Internal** communications must therefore not be left to chance, but carefully planned, focused on the business strategy and seen in context with other communication activities.

External communications comprise all contact outside the enterprise or organization. Regardless of whether this contact is with customers, investors, business partners, authorities, media or the public at large, the target audiences have their own communication needs that must be handled individually. Well-tuned external communications create interest in the enterprise or organization and result in increased confidence. We call this "perception management."



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You can count on this.

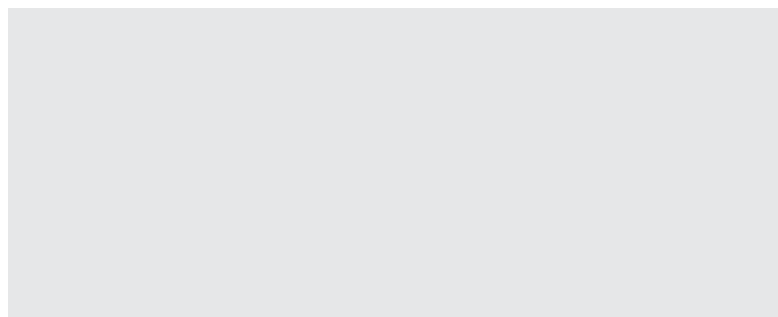
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Looking forward
to meeting you.

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Internal and external communications.





Internal and external communications

- are important elements of strategic management
- build confidence in an enterprise or organization and safeguard its full freedom of action
- contribute strongly to business success and are not an end in themselves
- actively integrate employees into the business and foster their motivation
- offer an early warning system for critical situations and the tools to handle emergencies
- enable direct, cost-effective communication with specific target groups, without the losses incurred with the scattergun approach
- achieve a quantifiable impact



One-stop service for communication.

Member of the Association of PR Agencies in Switzerland (BPRA).

Exclusive Swiss Partner of Public Relations Organisation International, Inc. (PROI), the largest global network of independent PR agencies.



Consultancy Management Standard (CMS II) certified. This reflects our compliance with the highest professional, economic and ethical standards.

Communication is as varied and individual as the people who participate in it.

int/ext Communications cultivates this variety and individuality through its extensive services and its personal customer relationships.

int/ext Communications

consults and supports you with internal and external communications – in all channels on regional, national and international levels. We offer one-stop consulting in communication strategies, conceptual planning and implementation.

The Holmes Report

(European Consultancy Report)

"If you want to hear a thoughtful, well-informed debate about the scientific and moral implications of stem cell research and its potential pharmaceutical benefits, int/ext Communications is the public relations firm for you. (...)"





Communications on all levels.

int/ext Communications is your **partner** for the conception and implementation of internal and external communications: regionally, nationally and internationally. We offer one-stop consulting in communication strategies, conceptual planning and implementation.

int/ext Communications is an interdisciplinary **team** of experienced communications experts located in Basel, Switzerland. All our consultants have worked in the industries we serve before joining int/ext Communications and have extensive know-how in a number of sectors. We offer an extensive range of communication services.



Our **approach** is systematic and results-oriented. We are content with our work only after having presented optimal and innovative solutions to our clients. We attach great importance to an analytic, entrepreneurial mindset and a success-oriented service to the mandates entrusted in our care.

We work with an extensive **network** of professionals – graphic designers, web designers, IT specialists, 3D designers, video directors, translators and printers. Nevertheless, we remain independent and recommend that you work only with partners who are specially qualified for your project.

int/ext Communications is a self-financed limited company. The **board of directors** consists of the active partners: Marcel Trachsel, PhD (Managing Partner), Peter Felber, theologian and certified PR consultant, Martin Huschke, MA, and Claudia Bracher Wolfensberger, certified PR consultant.

Our **clients** do business in health care, life sciences and chemistry, in the financial service industry and in the logistics sector, as well as in purely scientific environments. Additionally, we offer consulting expertise for non-profit and church organizations.



About us.



Marcel Trachsel

PhD, Managing Partner

Studied natural sciences at the University of Bern while working as a freelance journalist. Post-doctoral fellowship at the University of Toronto. Scientific Media

Relations officer and spokesperson for Sandoz Ltd. Head of Marketing and Communications at Sandoz Technology Ltd. Founded the agency in 1993. Languages: German, English and French.



Peter Felber

Theologian, Certified PR Consultant, Partner

Studied theology at the University of Basel. Local minister and secretary of the Cantonal Church Council in Schaffhausen for

several years while active in PR. Then Head of Media Relations for the Reformed Church of Basel City before qualifying as a certified PR consultant. With int/ext Communications since 1996. Languages: German, English and French.



Martin Huschke

MA (lic. phil. I), Partner

Studied German literature, linguistics and media studies at the University of Basel while freelancing as a copywriter, journalist and lecturer. Project

manager and Head of Marketing and Sales at a scientific publishing house. Expert and lecturer in communications at SPRI (Swiss PR Institute). With int/ext Communications since 1996.

Languages: German, English and French.



Claudia Bracher Wolfensberger

Certified PR Consultant, Partner

Background in marketing and corporate communications. After several years in media marketing, held various managerial posts in the logistics sector. Head of

Corporate Communications at Deutsche Post (Switzerland) and Rhenus Alpina. Lecturer in communications and expert for various Swiss Federal Diploma examinations in communications. With int/ext Communications since 2007.

Languages: German, English and French.



Jasmin Fürstenberger

MA (lic. phil. I), Consultant

Studied German literature, linguistics and media studies at the University of Basel. Project work in PR and advertising.

Manager for a cantonal political party. Certified PR specialist. Several years in Corporate Communications at Ciba Specialty Chemicals, most recently as Head of Communications Switzerland. Board member of the PR Association of Northwestern Switzerland. With int/ext Communications since 2006.

Languages: German, English and French.



Mark Ehram

MSc (lic. phil. II), certified PR Consultant

Studied biology at the University of Basel. Responsible for the corporate design of Pro Natura, Switzerland's largest nature

conservation organisation, as well as for the layout and production of the members magazine. Project work in different fields of communication. In-service training as certified PR Consultant. Latterly chief editor of the Pro Natura Magazin and deputy media relations officer. As a side-line, many years experience as a tour guide in various European countries. With int/ext Communications since 2007. Languages: German, English and French.



Andrea Richter

MA (lic. phil. I), Project Manager/Junior Consultant

Studied history and German literature at the University of Basel while freelancing as journalist. Several years in Corporate

Communications at Ciba; first as editor of the employee magazine, afterwards responsible for internal communications and crisis communications in Switzerland and as spokesperson. With int/ext Communications since 2008.

Languages: German, English and French.



Evelyne Piller

Certified PR Specialist, Project Manager/Junior Consultant

Commercial training at a major Swiss bank. Various functions in the Federal Department of Foreign Affairs in Bern and Lisbon. Re-

sponsible for the administration of the Expo.01 Communications Department. Worked as media coach for Expo.02. Several years in Corporate Communications at the Galenica Group. Certified PR specialist. With int/ext Communications since 2006. Languages: German, French, English and Portuguese.



Nicole Trachsel

Editor and Project Assistant

Diploma in commerce. Many years of experience as an executive assistant, most recently in the Department of Economic Development of Canton Bern. For

six years secretary of the PR Association of Northwestern Switzerland. With int/ext Communications since 1996.

Languages: German, English and French.



Our services.

Strategic Consulting

Communications Consulting for Companies, Government agencies and Non-Profit Organizations

Analysis of the communication environment and assessment of existing communication tools. Establishing reputation. Identifying target groups and communication goals. Formulating communication strategies. Planning new tools. Discussion of communication problems.

Corporate Identity Processes

Analysis of the current situation, determination of needs, positioning, definition of mission statements and development of organizational structures, implementation of corporate identity. Conceptual measures to improve corporate culture.

Issues Management

Identification and definition of relevant issues (social trends and problems). Development of issues management strategies and positions. Regular monitoring and stakeholder analysis. Communication campaign planning.

Risk and Crisis Communications

Development of strategies for risk communications and emergency management. Fast and efficient implementation of appropriate measures. Crisis communications training. Support of companies in a crisis situation.

Coaching and Moderation

Support for persons in managerial positions – situation analysis and coaching to enable those in leadership functions to develop better communication skills. Analysis of their situation and potential and support for individuals seeking to improve their communicative behavior in their respective leadership roles. Coaching for public appearances including

ghostwriting for presentations, speeches, etc. Short-term coaching in credible communications. Moderation of development processes and consensus platforms.

Organizational Development

Development of visions and mission statements. Definition of processes and job descriptions. Drafting of contracts and by-laws. Use of professional change management methods to shape such processes.

Conceptual design

Internal and External Communications

Development of efficient communication strategies together with the client. Careful analysis of existing internal and external communication flows. Definition of objectives and target groups, strategies and action plans. Determining implementation parameters such as responsibilities, schedules and budget frameworks. Workshops, group development processes and design of internal culture-building and communication programs.

Marketing Approaches, Product PR

Conceptual development of appropriate communications and media for a specific marketing strategy. Implementation of relationship-building measures for mediators and customer groups to complement the product- or service-advertising strategy. Development and implementation of more dialogue-, experience- and information-oriented communications. Campaigns for special target groups (retail, influencers, specialist audiences, etc.). Media work in the context of specific marketing strategies.

Financial Communications

Conceptual development of suitable communication measures for the financial community with the long-term goal of establishing trust in financial analysts, private investors, institutional investors and business journalists. Communication planning addressing various media such as the Internet, webcasts, annual reports, earnings report press conferences and road shows in order to optimize target audience impact.

Programs for Corporate Social Responsibility and Environmental Communications

Development of communication programs in the fields of corporate social responsibility and environmental protection. Realization of activities such as environmental and social reports, special events, media work, etc.

Realization

Investor Relations

Consulting, project management and realization of year-end events and conferences, road shows and R&D days for financial analysts and investors. Editing and formatting for various channels (print, Internet, webcasts, etc.). Ghostwriting.

Media Relations

Fostering of media relations. Ghostwriting of professional articles. Planning and implementation of activities such as media events and releases. Development of media services, etc.

Conception and Implementation of Print Products and Websites

Conception and implementation of online and offline communications activities such as annual reports, image and product brochures, client magazines as well as websites based on a content management system, intranet and extranet inter-connection.

Conferences and Events

Planning and presentation of national and international conventions and media conferences, general assemblies, client events and trade show exhibitions. Implementation of supporting activities.

Scientific and Technical Communications

Communication of complex scientific interrelationships in a way that is generally understandable and appropriate to the target groups.

Campaigning

Development of campaigns for associations, governmental organizations and companies using different media like web, print, surveys, trainings, events etc.

Trainings

Range of trainings

Crisis communications, leadership in exceptional situations, media relations, presentation coaching, intercultural negotiation skills, writing and editing, writing of SOPs, marketing and communications for non-profit organizations.



Our references.

An extract from our client list.

We maintain long-standing client relationships based on mutual trust. Our substantiated approach and our valuable experience in communications and marketing make us your reliable partner in all areas of corporate communications. An overview of some of our clients:

Authorities

Basel Police
Council of the Canton of Bern
Department of Education of the Canton of Basel-Stadt
External relations and location marketing, Basel
Federal Office for Civil Protection
Federal Office for the Environment

Healthcare

Actelion Ltd, Allschwil
Amavita Pharmacies
Bildungszentrum Gesundheit, Münchenstein
Cantonal Hospital of Bruderholz
Crossklinik, Basel
CSL Behring, Bern (CH), Marburg (Germany), Kankakee (USA)
Foundation Blood stem cells, Bern
Galderma SA, Lausanne
Galenica Group, Bern
Mepha Pharma AG, Aesch
Novartis Animal Health AG, Basel
Novartis International AG, Basel
Novartis Pharma AG, Basel
Novartis Pharma Schweiz AG, Bern
Nycomed Pharma AG, Dübendorf
Roche AG, Basel
Sandoz, Holzkirchen (Germany)
University Children's Hospital Beider Basel

Industry

bci Betriebs-AG, Basel
CABB AG, Pratteln
Capvis Equity Partners AG, Zürich
Employers Association of the Basel-based Pharmaceutical, Chemical and Service Industry
Habasit AG, Reinach
Huntsman, Basel
LAUFEN Sanitary Ware, Laufen
Omya (Schweiz) AG, Oftringen
Sigma-Aldrich (Switzerland) Holding AG, Buchs
SI Group-Switzerland GmbH, Pratteln
Syngenta AG, Basel





Service Industry

Adimmo AG, Basel
Aegerter & Bosshardt, Basel
+GF+ JRG Gunzenhauser AG, Sissach
GVFI International Ltd, Basel
Hardwasser AG, Muttenz
Interग्ga, Reinach
International Trust Ltd, Basel
IWB (Industrielle Werke Basel), Basel
PAX AG, Basel
Pension Fund of Canton Basel-Landschaft, Liestal
Sympany Group, Basel
The Swiss Exhibition Group
(MCH Messe Schweiz AG), Basel
Valorec Services AG, Basel

Logistics

Cargologic Ltd, Zürich
Galexis AG, Niederbipp
Gondrand Ltd, Basel
Port of Switzerland, Basel
Rhenus Alpina-Group, Basel

Science and Education

Altphilologen, Basel
Gebert Rűf Foundation, Basel
SPRI Schweizerisches Public Relations Institut, Zürich
Swiss National Science Foundation, Bern
University of Zürich, Zürich

Culture

Allgemeine Musikgesellschaft AMG
Knabenmusik Basel 1841, Basel
Schaulager, Münchenstein/Basel
Walt Disney Studios Motion Pictures Switzerland,
Zürich

Social Organizations

GGG, Basel
Hörmittelzentrale, Basel
Institute for the Blind, Basel
Mission 21 (formerly: Basler Mission), Basel
Nursing Home Birsfelden, Birsfelden
Nursing Home Haus zum Wendelin, Riehen
Procap: Swiss Organization for Handicapped, Olten
Pro Natura: Swiss Conservation Organization, Basel
Schwerhörigen-Verein, Basel
Wohnwerk, Basel
Zürcher Sehhilfe, Zürich

Church Organizations

Various cantonal churches, parishes and church organizations





You can count on this.

Communications calls for diligent planning. Businesses and non-profit organizations are deeply involved in the challenges of managing their day-to-day operations and therefore look for a responsible partner in communications management. We define ourselves as a **full service agency**. Whenever and wherever our clients are in need of consultation and support, they can count on our broad know-how in communications and our reliability. Highest quality standards, strict compliance with schedules and budgets and extensive flexibility are more than just slogans for us.



Looking forward to meeting you.





Please call us if you have further questions. We would be delighted to personally introduce you to our philosophy and services, as well as to present more detailed work samples. We look forward to this opportunity.

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