

Silvia Albert in company

Your link with media

Credentials



Silvia Albert in company, your family agency

Integrity, committed to the client, excellence in service.

Silvia Albert in company is a Spanish agency that specializes in providing communications advisory services for domestic and international companies, associations and institutions.

Founded in 1999 by Silvia Albert Bernal, the company has its own communication style and a unique way of treating clients and their needs.

Services

What can we do for your company? **Silvia Albert in company** provides a range of services designed for creating or improving the brand image of your company through the media:

- 01 Being the press office of your company or giving support to your communications team
- 02 Advising in your corporate communications strategy
- 03 Designing and developing an action plan with media
- 04 Centralizing and managing all your company's activities with media
- 05 Creating your press material
- 06 Organizing and supporting relations with target media for your company
- 07 Managing the appearance in the media of your press releases, editorials...
- 08 Positioning your spokespersons as industry opinion leaders
- 09 Organizing meetings with media, press conferences, interviews, press trips, etc.
- 10 Managing daily information on your company and industry, trends, current affairs and media

Additional services

- 01 Design and management of crisis programs
- 02 Advising in communications strategies 2.0
- 03 Websites development and maintenance
- 04 Spokespersons training
- 05 Consultancy services and creation of corporate content
- 06 Speaking opportunities
- 07 Coordination with third companies or other agencies: marketing, events, etc.
- 08 Internal communications
- 09 Media actions in regional media
- 10 Actions with media in Portugal

Our method

Silvia Albert in company has a functional, direct and customized method.

In three steps:

Organisation

A good preparation is the best guarantee of success. Our client's organization is our priority. A deep understanding of the company and its positioning regarding its competitors, compiling all necessary information and materials, defining its needs and aims, meeting and training spokespersons, allow us to lay the foundations for developing the best communication strategy for your company.

Design

Once we understand your company, we design an external communication strategy adapted to your needs and objectives. During this stage, we define the working mechanisms between the company and the agency, we arrange the details of the action plan and we choose the most suitable ways to reach the media (interviews, editorials, press releases, press conferences...)

Launching

Strategy development and action plan start-up. From this moment, we cover all the communication needs of your company and the media. We actively manage your company's image and obtain the best results according to the established media plan.

Our team

Silvia Albert in company relies on a solid team of professional experts in journalism and communications.

Silvia Albert
General manager

Ana Mayo
Senior partner

Teresa Nevado
Area manager

Natalia Martín
Corporate services

Rosa Matías
Advisor & coach

Rosa del Blanco
Senior consultant

Lucía García
Consultant

Valeria Ramírez
Consultant

Leticia Cancho
2.0 Consultant

Laura Seoane
Junior consultant

Clients

Arthur D. Little
www.arthurdlittle.es

Bank of America Merrill Lynch
www.bankofamerica.com / www.ml.com

CMS Albiñana & Suárez de Lezo
www.cms-asl.com

Dinosol
www.dinosol.es

Inversis Banco
www.inversis.com

Janus
www.janus.com

Man Investments
www.maninvestments.com

Merck
www.merck.es

Merrill Lynch Wealth Management
www.ml.com

Inspectores de Hacienda del Estado
www.inspectoresdehacienda.org

Other references

Adquira

Alliance Bernstein

Asociacion de Franquiciados de Cantina Mariachi

Asociacion Española de Evaluacion de Impacto Ambiental

BlackRock

Calidad Rural

Carlin

Comunidad de Madrid

Doubleclick

Europatweb

Excite

Fedeca

Franklin Templeton

Funky Projects

GlobalNetFinancial

Good for you, good for the planet

Iurbentia Promocion Inmobiliaria

Kelkoo

MSD

Negone

NetJuice

RealTech

Saffron

SportArea

The Royal Bank of Scotland

Wicler

Silvia Albert
in **company**

Contact

Silvia Albert in company
www.silviaalbert.com

C/ Princesa 80
3º Dcha - 28008
Madrid (Spain)

Email
info@silviaalbert.com
Tel
[+34] 91 550 02 04
Fax
[+34] 91 550 02 08

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