

Silvia Albert incompany

One way to understand
communication



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

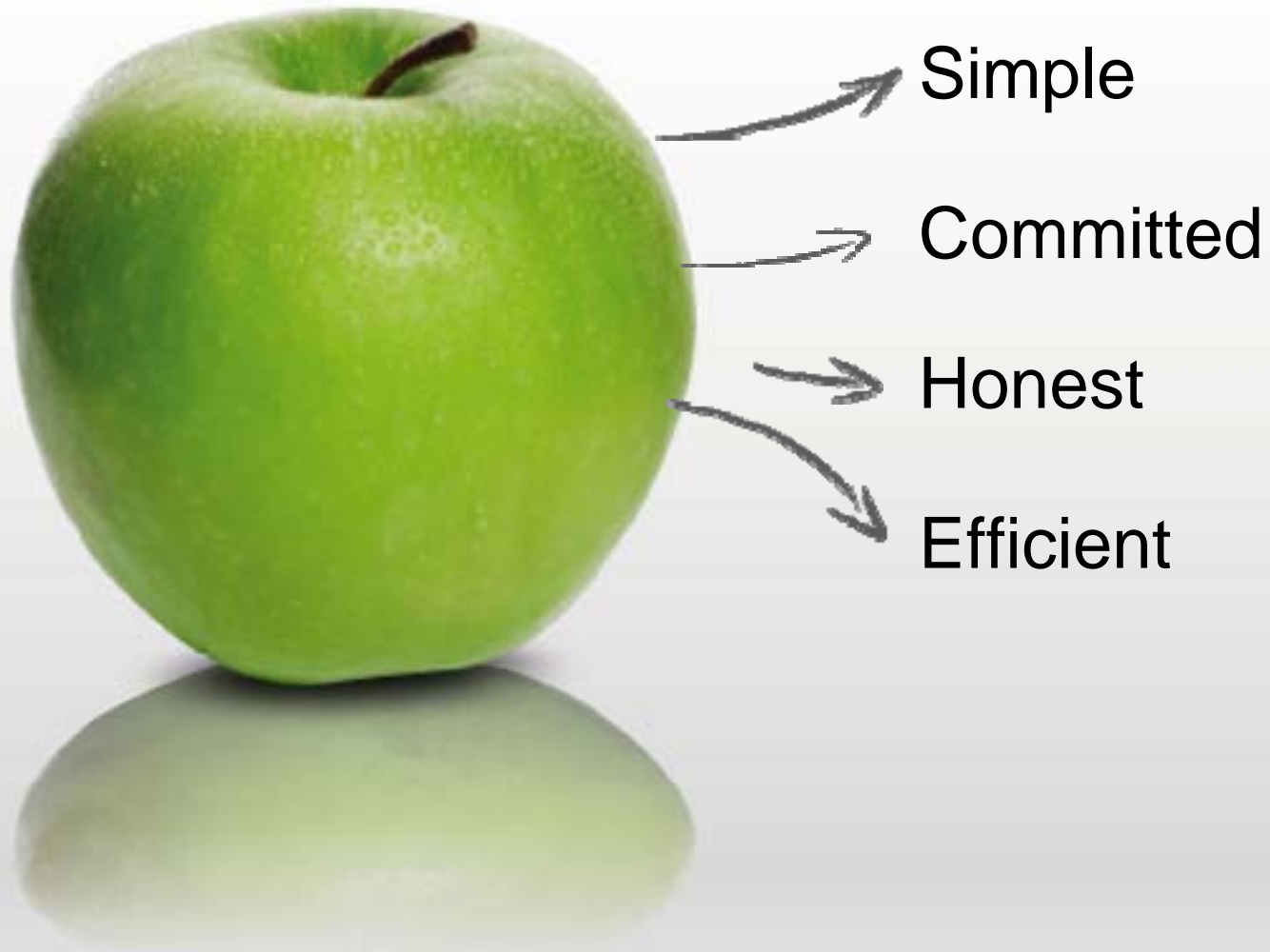


Founded in 1999 by Silvia Albert Bernal, the company has its own communication style and a unique way of treating clients and their needs. Integrity, commitment to the client, excellence in service.

Silvia
Albert



Style



Simple

Committed

Honest

Efficient

- External communication
- Internal communication
- Crisis communication
- Online PR & Social Media
- Web pages & corporate content
- Media training
- Events, production, design...



External communication

We are specialists in the external communication advice to companies, organisations and domestic and global institutions.

We design and develop the strategy and media action plan and we manage all our clients' activity with journalists.

We elaborate press materials and we manage daily information about the company and its sector.

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Internal communication

We help our clients to manage communication inside their own organisation.

We design and develop the strategy and the plan of action while managing all the information with the staff, providers, shareholders, etc.

- External communication
- Internal communication
- Crisis communication
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Crisis communication

We manage communication in critical situations for the company and we design programmes to deal with crisis situations.

We elaborate action protocols and procedure manuals, we organise simulations and we evaluate procedures that enable the company to confront real situations.

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Services

Online PR & Social Media

We develop social media strategies. We monitor the online presence of the company, analysing its possible impact on the brand.

We manage social media strategies and communication campaigns in social networks.

We develop contents (blogs, intranets, corporate websites...) and we manage relationship with bloggers and opinion leaders. We create statistical and qualitative reports of web feedback, online reputation and brand image.

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Web pages and corporate content

Advice, development and maintenance of web pages. Elaboration of web page contents as well as all type of contents: speeches, internal publicity, magazines, intranet, flyers, annual reports, presentations and materials for conferences and seminars (programmes, invitations...)

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Media training

Training courses for spokespersons to deal with interviews, publicity, press briefings, etc.

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Events, production, design...

Our company creates and supervises, in collaboration with our partners, events and artistic materials: creative, graphic and audiovisual.

Silvia Albert
Director
@silviaalbert

Ana Mayo
Senior partner
@ana_mayo

Teresa Nevado
Principal
@teresanevado

Rosa Matías
Advisor
@wellcomm

Rosa del Blanco
Senior consultant
@rdelblanco

Lucía García
Senior consultant
@luciagnegro

Laura Seoane
Consultant
@laurinhaseo

Marta Rodríguez
External consultant
@marta_rruiz

Natalia Martín
Corporate services
@natamh



Stable and
consolidated
team
of journalists
specialised in PR
and corporate
communications



Strong expertise in financial services companies, law firms, internet businesses, professional services providers, associations, distribution sector, real state and pharmaceuticals

Silvia Albert in company has become a reference point in the Spanish market as a communication boutique specialized in offering tailor-made strategies

Strengths



Deep knowledge of the Spanish financial sector and business environment

Close relationship with the Spanish media
20 years track record advising relevant national and international firms

Long term strategic partnership with the clients

Strengths

Understanding of
the global firm's
communication
needs

Conceived to provide PR
advice to organizations
from a unique perspective
based on closeness with
the client

Silvia Albert in
company is a
widely recognized
brand in the
market

Clients

Aeseg

Man GLG

Bank of America
Merrill Lynch

Merck

Bellevue

Merrill Lynch Wealth
Management

Dinosol

Inspectores de
Hacienda del Estado
(IHE)

Natixis Global Asset
Management

Inversis Banco

Planner Reed

Summa Ferrovial

Other references Domestic clients

Adquira

Fedeca

Franquiciados
Cantina Mariachi

Funky Projects

Asociación Española
Impacto
Medioambiental

Good for you, good
for the planet

Iurbentia Promoción
Inmobiliaria

Calidad Rural

Négone

Carlin

Netjuice

CMS Albiñana y
Suárez de Lezo

Saffron

Comunidad de
Madrid

Wicler

Other references International clients

Alliance Bernstein

GlobalNetFinancial

Arthur D. Little

Janus

BlackRock

Kelkoo

DoubleClick

Merck

Europ@web

MSD

Excite

Realtech

Franklin Templeton

The Royal Bank of
Scotland



Silvia Albert
in company

Contact

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