

Consulting Services 2010



what if you could
manage and *change*
the impact of your
communications

Measure. Manage. Change.

WE ARE A STRATEGIC COMMUNICATIONS
CONSULTANCY, SPECIALISING IN ONLINE CORPORATE
COMMUNICATIONS, CSR, EMPLOYER BRANDING,
SOCIAL MEDIA AND MEDIA RELATIONS

Contact

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www.lundquist.it
www.lundquist.it/blog
[www.twitter.com/Lundquist](https://twitter.com/Lundquist)
www.facebook.com > Lundquist group and CSR
Online Awards fan page
Lundquist page on Justmeans.com
www.slideshare.net/Lundquistsrl

Lundquist Service Offering 2010

Online strategy and content

- >> Website architecture and content creation
- >> Section-by-section analysis with benchmark, action plan and revised web structure
- >> Functional analysis and message development
- >> On-going support and advice

CSR and annual reports

- >> Second reads and benchmarks
- >> Content development
- >> Integration of report content and website

CSR Online Awards

- >> CSR Online Awards "Global Leaders" Report (also country specific reports)
- >> Website assessment & action plan with benchmark

Employer Branding Online Awards

- >> Employer Branding Online Awards "Global Leaders" report (also country specific reports)
- >> Website assessment & action plan with benchmark

Social media strategies, analysis and implementation

- >> Tailored guides and strategies for engaging users
- >> Specific research and guides: Wikipedia, Twitter and Facebook

Copy editing

- >> Message analysis and development
- >> Corporate website style guides and tailored audits based on proprietary criteria

Media relations

- >> Complete press office services, media coverage and management

Perception audits and focus groups

- >> Small groups, telephone interviews and online surveys
- >> Focus on financial communications, reputation, CSR

Team



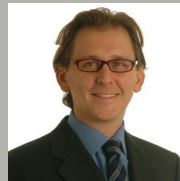
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Eric Sylvers:
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Workshops, training, conferences

- >> Strategic workshops with IR, media, CSR, legal affairs, web departments to improve online communications

Special research projects and analysis with recommendations

- >> Crisis management, video, remuneration, trends in online communications

Partner:

Representing Hallvarsson & Halvarsson in Italy, Switzerland and Austria

H&H Webranking:

- >> H&H Webranking Reports
- >> Tailored Overview Analysis of websites based on Webranking criteria
- >> Status report of website based on H&H Webranking criteria

Other H&H services:

- >> Interactive annual and sustainability reports
- >> Intranet
- >> Design
- >> Website security assessments
- >> M&A, crisis and IPO communications