

PRESS PACKAGE

From €1.500

ComBox
The communication essentials for start-ups

Press release: €1.500

- ▶ Writing of the document (in French or English), validation by the client
- ▶ Identification of priority media and journalists (press, radio, TV, digital)
- ▶ Distribution of the press release, including one email reminder (1 country)

Interview follow-up: 500 €*

- ▶ Individual follow-up on 15 priority media
- ▶ Media requests prepared by SKILLS and transmitted to the client
- ▶ Pre-interview client preparation (journalist profile, questions, reminder of the basic rules for a successful interview)

**This option is only available in addition to the press pack*

Add-ons:

- ▶ Distribution in additional country
- ▶ Translation (all languages)
- ▶ Press review of articles published on the PR topic
- ▶ Preparation for interviews

Press conference: €2.000

- ▶ Preparation of content and press invitation
- ▶ Priority media selected by the client
- ▶ Sending the invitations and press kit to journalists
- ▶ Individual follow-up on 15 priority journalists

Add-ons:

- ▶ Preparation of presentation materials
- ▶ Moderation of questions
- ▶ Media preparation for spokespersons
- ▶ Hybrid press conference (live & digital)
- ▶ Venue search and preparation
- ▶ Creation of a highlight video for social media

Media Training: €2,500 (4 people for 3 hours)

- ▶ Keys to understanding the media
- ▶ Preparation to speaking in public
- ▶ Preparing key messages
- ▶ Verbal and non-verbal communication techniques
- ▶ Practical training with mock interviews

Add-ons:

- ▶ Training with camera (+1h)
- ▶ Additional participant
- ▶ Extra hour