

DEVELOP YOUR BRAND IMPACT IN EUROPE BY LEVERAGING YOUR ESG DNA

Use strong brand content and ESG expertise
to capture a wider share of audience



You are a US asset manager with a need for more visibility in Europe and coping with the diversity of European markets and investors.



Your firm offers European funds but you are in need of more traction. The ESG focus of your offering can be used to raise attention and reputation.



You are conscious of the rapidly growing ESG trend in Europe, but you struggle with the minimum standards required to emerge as a leader.

Through our extensive communications network across Europe, coupled with our in-depth knowledge of the main ESG issues and influencers, we have the capacity to help you get your story heard and your brand visible.

➤ CREATE SPEAKING OPPORTUNITIES & BRAND CONTENT

Using a tailored communication plan adapted to your resources and ambitions in Europe, we can help you identify the ESG avenues best suited to your DNA. We will highlight your ESG experience and commitment to “fast track” your visibility in Europe. Skills will manage your communication plan to ensure your optimal and targeted profile through:

EUROPEAN PRESS RELATIONS & SOCIAL MEDIA INFLUENCE

- A network of media experts in all countries
- Long-standing relationship with qualified financial media
- A rich and tailored content provided by our editorial experts to highlight your convictions and ambitions
- Digital strategy in line with your image objectives and business plans
- Development and protection of your e-reputation
- Animation of your community, development of your network of influencers



➤ SPEAKING OPPORTUNITIES (LIVE, DIGITAL OR PRINT)

- Partnering with some of the biggest investment conferences organizers
- Skills also produces thematic investment events with European partners
- A large experience in organizing crossed speaking opportunities (asset managers / asset owners / researchers / market authorities / media)

➤ ESG EVENTS & AWARDS

- Being in contact with the most important ESG players (influential organizations, specialized media, financial institutions...)
- Skills can advise on the relevant events to participate to and awards to pitch.

DIGITAL MARKETING

- Digital web platform development
- Brand content generation
- Competitive positioning
- Search Engine Optimization and lead generation
- Digital Campaigns
- Media selection
- Display and monitoring
- Conception (banners, advertorial and video)



COMM DIRECTORS WITH EXTENSIVE ESG & ASSET MANAGEMENT BACKGROUND

Joy has 24 years' experience in communications, including media relations and internal comms. A specialist in sustainability, ESG issues and an expert in corporate finance, she is now working with pension funds, investment managers, banks and professional services firms on broadening their media profile. Joy was a former journalist for the Washington Post and the NewScientist, as well as head of press for the PRI, and has extensive media contacts in the UK, Europe, Asia and US.



Founder & Managing Partner of SKILLS Communication, Laurent has been a marketing and Communication director for 25 years. Within Société Générale group (1997-2016), he has been heading communication divisions in the UK, Asia and France covering various businesses targeting retail, distribution and institutional clients.

OUR CREDENTIALS: VISIBILITY & NETWORKING



- Awards submission
- Networking & exchange with investors
- Social media management
- Preparation of opinion pieces and other materials
- Media relations, ESG brochures & reports
- Speaking opportunities



Skills is also a leading partner of several European events showcasing international investors in concrete actions that create impact.

OUR POWERFUL NETWORK WILL HELP YOUR INTEGRATION ACROSS EUROPEAN MARKETS

➤ Our clients are among the biggest ESG players in Europe



Partnering with the most ESG influential organizations ➤



➤ A large network of investors groups to stimulate debate



Asset management media partners to sharpen your visibility ➤

