



AN INTRODUCTION

DEAR BUSINESS PARTNER!

Our agency has been a key player in the Hungarian communications sector since 2007.

With our offices located in Budapest and Debrecen, we are able to provide nationwide coverage for our partners through integrated PR and communication solutions.

Our team is dedicated and enthusiastic about creating **measurable success for our corporate, SME, and franchise level clients**.

We possess a considerable amount of experience in the construction, economic, financial and banking, automotive, IT, SSC, pharmaceutical, FMCG, sports, fashion, energy, environmental, tourism, and educational sectors.

We ensure our clients of the **quickest transfer of information to government and municipal government decision-makers** through legitimate advocacy techniques, which adhere to the current legal system.

We work together with hundreds of journalists (with representatives of the domestic and international media alike) whom we regard as a target group for advocacy and delivery of messages.

We have organized hundreds of events for premium and luxury category companies operating in the corporate sector. One of our emphasized objectives at our events is to **build business relationships** for our clients while **providing full press coverage**. With the help of our extensive contact network, we can contribute to the growth of **Your reputation** and economic relations in a significant manner.

*„Coming together is a beginning
Keeping together is progress
Working together is success” / Henry Ford/*

ABOUT OUR AGENCY

Among our references, we believe that it is important to highlight our company-specific strategy-implementation activities. By developing effective communication and PR concepts we are able to coordinate various activities as effectively as possible. Our chief activities are comprised of press relations, event organization and image design, graphic and printing services, but we conduct media training sessions, organize advertising and provide publications editing as well. Our operations extend to crisis and change communication, branding, shooting image and PR movies as well as media monitoring.

As a qualified marketing expert of the Hungarian Multi Program, which is executed by IFKA Public Benefit Nonprofit Ltd., we offer our services as a suitable partner in the implementation of tenders providing non-refundable financial support for domestic SMEs.



Further information: <https://mmp.ifka.hu/szakertoi-portal/hu/companies/item/90>

We take social responsibility seriously, actively supporting talents and increasing the satisfaction and motivation of employees and target groups alike. We are eager to help with promoting new products and services in Hungary through the integrated solutions of image building and product PR, but we also strive to contribute to further enhancing the reputation of companies.

The success we guarantee is credited to our personalized, high-quality, unique services alongside our effective PR and marketing solutions. We prioritize the company's quality policy principles and during the communication process we place great emphasis on the innovative initiatives and social responsibilities of our customers.

Our guiding principle in this respect consists of fast, efficient and adequate briefing as well as proactive, integrated communication.

The goal of our team of competent and creative experts is to accompany You on the path towards success, making use of the budget at hand in the best way possible. **Our strength lays in the fact that we implement an array of communication solutions in integrated campaigns, combining strategic consulting with the application of traditional PR solutions.**

We maintain close day-to-day relationships with hundreds of journalists in a variety of sectors with whom we are able to effectively convey and target messages from communication campaigns at both the domestic and local levels. Our team of event organizers, journalists, PR consultants, organizational mediators and editorial staff will effectively assist You in your future endeavors.



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OUR REFERENCES



OUR SERVICES

External PR - corporate, product, brand, and target group PR

- Extensive press relations
- Article-writing agency activities
- All-encompassing press activity
- Generating press releases for print, electronic and online media
- Editing and production of publications and announcements
- Event planning and organization
- Strategic communication consulting for our clients
- Communication and media training
- Production of image and advertising films
- Brand building and design
- Website development
- Development of sponsorship strategies
- Crisis communication & management
- Change communication
- Media monitoring with company-specific software
- Targeted and personalized mobile marketing
- Social media, online marketing
- Media and billboard campaigns
- Media law advice
- All-encompassing communication of European Union projects (organization of events in accordance with the publicity guidelines of Széchenyi 2020 project, design and implementation of project boards, graphic materials, flyers, publications, and websites)
- Employer branding



Internal PR

- Organizational mediation: ensuring effective communication between company management and organizational units
- Ensuring the flow of information between company employees
- Employee satisfaction measurement, writing and editing internal newsletters and publications
- Organizing media training sessions
- Creating internal image films
- Employer branding

OUR MAIN AREAS

Food industry/FMCG



McDonald's:

- Overall organization of events (i.e. a family day combined with a charity golf tournament including 600 people, a running competition with 1500 contestants, Christmas events for the sick children in the Ronald McDonald Houses in Budapest and Miskolc (organizing the inauguration ceremony of the Ronald House in Miskolc.)
- Development and execution of a CSR strategy (organization of charity gala dinners for 300 guests, events, support of the RMHC Foundation, creation of RMHC houses, etc.)
- Health surveys collaborating with well-known public figures and politicians, screenings, sports walks including hundreds of participants accompanied by Ronald for grade school students across Hungary.
- Organization of grand opening ceremonies of McDonald's restaurants (events with 80-100 guests)
- Introduction and promotion of McCafes in Hungary, organization of related events connected to this e.g. inviting the RTL television network on-site. **Adaptation of the international image design in Hungary, execution of graphic designs.**



Subway:

Press relations service: press release writing and dispatch of them to relevant target media channels, generating news, media monitoring.



Creppy:

- Creppy - increasing and disseminating the brand awareness, national recognition, and reputation of the Creppy pancakes, the Creppy Franchise system, the Creppy PancakeHouse, Creppy's achievements, and areas influenced by PR activities, through various PR methods.
- Communication consulting for Creppy's headquarters and franchise partners alike
- Management of press relations: Organization of interviews, creation and distribution of press releases, press materials, press invitations to the target media channels, accompanied by media monitoring and telephone follow-ups.
- Online marketing consulting (post plan) for content published on social media platforms
- News generation and content marketing for online, electronic, and print media.
- Planning and organizing press conferences, events, franchise unit inaugurations.
- Pursuing awards and recognition opportunities



Information technology

- **Microsoft** / organizing a 2-day congress in Vienna with 1500 participants - We organized a Hungarian delegation consisting of economic and political decision-makers for the international management forum (Comsult) at the Vienna House of Industry. **Shimon Peres** and **Francis Ford Coppola** were the invited key-note speakers at the 1,500-strong economic forum.

We oversaw the complete organization of the world-class event on the Hungarian side, and we invited and hosted the economic and political decision-makers of the Hungarian delegation in Vienna. We also organized several theme-specific and entertainment events and held a press conference on premises. Highlighted media partners at the event included: Die Presse, ORF, CNBC Europe, MTV, Economic Radio and MTI.

- **ApPello IT Ltd.** / Event organization (Bank-Inno I., Bank-Inno II. conference, closing ceremony with 250 participants at the Madách Trade Center and the MIX Club), provision of press relations services in the field of IT, designing and production of leaflets, project boards, presentations according to the New Széchenyi Plan, photo documentation, planning of media appearances, organization of advertisements, generating press appearances, media monitoring.



- **Sicontact Ltd.** the exclusive distributor of ESET antivirus in Hungary /
 - Online marketing consulting (post plan) for content published on social media platforms and content marketing.
 - News generation and content production for online, electronic, and print media
 - Management of press relations: Organizing interviews, writing and sending out press releases to the target media channels, ensued by media monitoring and telephone follow-ups.
 - Planning and organizing advertisement campaigns geared towards different target groups (automotive advertising, TV Spot campaigns)
 - Planning and implementing marketing activities geared towards the home and business segments.
 - Production of image and PR films
 - Ensuring collaborations with well-known public figures
 - Organizing partner events
 - Advertisement organization

Electricity industry

Daniella Ltd. / Hungary's market-leading electricity trading company. The family-owned Hungarian company is engaged with the retail and wholesale of electrical materials and offers its customers a full range of electrical products.

- Organizing press releases and interviews
- News generation
- Image development



Automotive industry

Pappas Autó (Mercedes) / media relations, press conferences, media monitoring, interviews, press packs press materials, media list, off-road events for 100 guests, customer event on the event ship named Europe for 200 people, **promotional campaign infused with graphic elements.**



Sport, boating, fitness

- **African-Europe Challenge (AEC)** / compilation of a media list, press relations, interviews and organization of press conferences in collaboration with the Hungarian National Chamber of Commerce as well as media monitoring.
- **Farkas Litkey – eleven-time Blue Ribbon-winner and Soling world champion** / PResston PR Ltd. as the communication and strategic partner of Farkas Litkey.
- **Nike** / events, building media relations, organizing a national roadshow with the world aerobics champion Romeó Szentgyörgyi.
- **Gatorade** / product presentation events in the framework of a national roadshow, media relations.
- **1st National Regatta (Siófok)** / sailing competition / all-round press relations service, sponsorship, event organization.



Pharmaceutical industry

- **Pfizer Pharmaceuticals Ltd.** / Defining goals and target groups, concept development, distribution of target group-specific messages as effectively as possible and development of communication proposals on topics related to the pharmaceutical industry and the Public Health Program. **We designed and printed Pfizer's annual publication, and we also produced the content. The graphic design was also adapted by the Irish headquarters.**
- **UCB** / communication strategy, generic and profession-specific communication, organizing negotiations with decision makers.



Education

NYITOK network / We implement the full-scale marketing communication activities of the network providing free adult education, which operates 52 Learning Centers nationwide, in accordance with the publicity guidelines of the Széchenyi 2020 European Union project.



- Comprehensive image design
- Production of project boards
- Organizing press appearances
Organizing more than 100 events nationwide (professional workshops, grand opening ceremonies, conferences and open days)
- Collaborating with popular public figures and influencers such as the Korda couple, Kati Wolf, Zsófia, Pál Gyórfi, Vajk Sente and Tímea Babos within the framework of the NYITOK ambassador program
- Production of image, documentary and PR films and cartoons
- Conducting advertisement campaigns, TV and radio campaigns
- Managing social media platforms and content marketing
- Writing blogs and producing vlogs
- Design and production of brochures, flyers, roll-ups, nameplates, business cards, badges, folders and advertising display devices.



ESSCA / The institution was founded in 1909 in Angers, France. The Financial Times ranks it among the best business schools in the world. In Hungary it provides EQUIS, AACSB and AMBA accreditation.

- Organizing press appearances and interviews
- News generation
- Image development
- Organizing advertisement campaigns
- Organizing and carrying out photoshoots and film productions
- Collaborations with popular public figures and influencers



ARTIST AND SPORTS MANAGEMENT



ZSÉDA

A 4-time platinum and 4-time gold record eMeRton and Artisjus award-winning singer, a popular jury member of the Eurovision Song Contest in 2016 and 2017, who also took part in musical tale titled the Álomutazó (Dream Traveler). She is the face of several premium and luxury products. In 2018, Zseda became an ambassador for electromobility with our support.



DR. ZSUZSA CSISZTU

Journalist, **Host**, Sports Law Specialist, First Vice-President of the Association of Hungarian Sports Journalists, Member of the Hungarian Olympic Committee, Member of the Executive Committee of the International Sport Press Association (AIPS).



TÍMEA BABOS

Tímea Babos is a three-time world champion four-time Grand Slam winner **world-class Hungarian tennis player**. In 2018, she was also the first Hungarian to win a gymnastics victory at the Australian Open, catapulting her to the top of the world rankings. The professionalism, unique performance and determination exhibited by Tímea Babos on the tennis court is matched with a smiling, engaging personality in her everyday life.

Further collaborations with domestic celebrities



Vajk Szente



Kati Wolf



Pál Gyórfi



Marco Grasso



György Korda és Klári Balázs



Zsombor Farkas

OUR GRAPHIC WORKS

JÓTÉKONYSÁGI FELHÍVÁS

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MeeVIDA

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Another luxury brand has chosen Hungary to open a shop in the nicest district of Budapest and to show its beautiful jewellery to the Hungarian women.

One of the world's leading diamond jewellery trading company, Kavin Gems has decided to open the first jewellery shop under the brand name of MeeVIDA opposite the Opera House in the centre of Budapest.

MeeVIDA symbolises life and the eternity of diamonds.

The diamonds come from South Africa and are sold everywhere in the world from Shanghai to New York.

The MeeVIDA diamonds are made of the best quality DeBeers diamonds and designed by French designers using 18 karats white and yellow gold.

MeeVIDA
 1061 Budapest, Andrássy út 27.
 Tel. +36 (1) 413-7260
 info@meevida.hu
 Open: Mon-Sat 10⁰⁰-19⁰⁰

A COLLECTION MORE THAN EVER "DIAMOND"

Welcome to Wyeth
 Leading the way to a healthier world...

A Wyeth Magyarországon

A Wyeth Magyarországon a legnagyobb eladott gyógyszer-csoportot, a leghíresebb, legfontosabb és leggyorsabban növekvő eladott gyógyszercsoportot, az injekciós készítményeket, a biotechnológiai készítményeket és az új gyógyszereket.

Az új, megújított Wyeth Global Center - a 2007. március 15-én kezdte meg a működését - célja az új gyógyszerek és a biotechnológiai készítmények fejlesztése, a kutatás és a gyártás, a marketing, a forgalmazás és a támogatás.

100 millió forintot fordított a kutatás és a fejlesztésre Magyarországon.

Az új Wyeth Global Center a 2007. március 15-én kezdte meg a működését. A Wyeth Global Center a 2007. március 15-én kezdte meg a működését.

Pénzügyi mutatók

Wyeth Business Mix - Összes adat

Strukturális szerkezeti megoszlás

A Wyeth 2007. évi 3.6 milliárd euró fordított a kutatás és fejlesztésre.

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OUR IMAGE FILM REFERENCES

(Click on the pictures to watch them)



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ECONOMIC SECTOR

- **Central Directorate of Water and Environment Management** / Press relations services, organization of project opening and closing events including 60 guests per event, website design and updating, **production of leaflets and project boards, implementation of photo documentation.**

- PResston PR Ltd. as the supporting institution of NGM, organized a four-day international conference on behalf of IFKA (Public Benefit Non-Profit Llc. for the Development of Industry) in February 2017, at which a large number of organizations committed to the development of social enterprises were represented. The team of PResston PR Ltd. took care of the seamless coordination of the event.

- **Sándor Wekerle Economic Fund Ltd.** / communication strategy development for the Ministry of Public Administration and Justice to achieve the Fund's goals and target groups.

- **Főnix Rendezvényszervező Nonprofit Ltd.** / Debrecen Local Government / Organization of the domestic press conference of the 40th Debrecen Jazz Days, providing media support partners, collaboration with artists, generating press appearances, media monitoring.

- **Bay Zoltán Nonprofit Ltd. for Applied Research** / STORM project / Writing press releases in Hungarian and English, coordinating news generation in 7 countries, media monitoring, creating and keeping track of Google AdWords campaigns.

- **Cetelem Bank** / all-round organization of a VIP birthday party on the occasion of the company's 10-year anniversary in Hungary held at Corvinus University with 650 attendees. Guests were able to enjoy the evening with Antony Erős as the moderator, and a concert provided by the Franz Liszt Chamber Orchestra. A great number of media representatives were also present at the major event.



- **Western Union - Intercash** / website redesign, media and billboard campaign, graphic materials design and production, image design, media training sessions, development and execution of CSR strategies, organizing charity events, organizing press conferences and press breakfasts. Our agency established the collaboration between the face of the company, Natasa Janics and Western Union who participated in the Charity Week in 2008, during which we collected toys for the Budapest Child Welfare Service. The Olympic champion kayaker was also the representative of our program series at the Dagály swimming pool complex. We organized a large-scale press conference together with Natasa Janics on the floating restaurant named Spoon moored on the shores of the Danube, which was attended by 62 journalists, and following the successful event we achieved nearly 100 media appearances.

- **DBH Group / website design, press relations services** (press conferences, writing press releases, organizing interviews, media monitoring).

- **Műszer Automatika Ltd.** / Organization of press conferences (opening and closing events combined with press conferences), preparing and sending press releases and press invitations to target media channels, organization of interviews for electronic and printed media channels, press relations services, media monitoring.

- **Hochtief Airport / media monitoring and analysis, press relations services, editing publications, text and speech writing.**



- **Hochtief Development /** a 400-person corner stone laying event at the Capital Square office building, providing media relations, organizing a press conference, media monitoring, **all-encompassing image design.**

- **BNP Paribas /** Press relations services, organizing interviews, media monitoring, organizing a press conference in relations to the upcoming online service called "Deposit with Future".

- **Joint Venture Association /** writing and sending out a press release and cataloging appearances in connection with the Minister of National Development, Tamás Fellegi's presentation at the association's forum.

- **Carrier CR Magyarország Ltd. /** Internal PR, producing printed materials, image design, product photography, creating and producing internal newspapers, producing PR materials in English as well.

- **Portfolio.hu /** Press relations services in relations to the industry conference organized by HVCA (The Hungarian Venture and Private Equity Association) and Portfolio.hu held in 2011 ("Portfolio.hu - HVCA CEE Private Equity and Corporate Finance Conference 2011").

- **Colas Alterra Plc. /** Event organization on an event ship for 350 attendees on the occasion of the 60th anniversary of the company.

- **Fortis Bank és Fortis Lease /** providing media relations, organizing professional round tables, corporate events, press conferences and video conferencing possibilities. For 2 years, we organized professional roundtables with 50 attendees every 2 months at the Deák Palace office building for Fortis Bank, where, among many guests, the incumbent finance ministers, the Belgian Ambassador and the most widely-respected representatives of the economic and financial sector shared valuable information with their partners.



The professional roundtables were organized with the inclusion of press publicity and media sponsors, with which we generated a great number of media appearances and interviews in the trade press. In addition, with multiple events in a year exceeding 100 attendees, we treated the participants with art programs and provided their entertainment with renowned performers. We also assigned a separate media table for journalists.

GOVERNMENT INSTITUTIONS AND FOUNDATIONS

- **Anna Dévény Foundation** / press relations service, organizing interviews, media monitoring, development of social responsibility role, hand-picking the face of the campaign, coordinating the CSR strategy, press conference organization, with the participation of Dóra Szinetár, the featured face of the foundation.
- **Ministry of Environment and Water Management** / press relations, press events, PR concepts and materials, preparing management presentations, PR articles, organizing press trips, carrying out photo documentations.



- **Central Directorate of Environment and Water Management** / Press relations services (press conferences, media monitoring, media training sessions).

Within the framework of the Enterprise Investment Program of the Ministry of National Economy, HAJDU Autotechnika Ipari Plc. and HAJDU Hajdúsági Ipari Plc. received 680 million HUF in non-refundable support. On July 19th, 2016, the Minister of National Economy Mihály Varga handed over the state aid documents to the member companies of the HAJDU Group.

The press conference of the event was organized by PResston PR Ltd., which was attended by a great number of representatives of the national and local media. Following the exceptional event, our agency shared the success of the largest company in Eastern Hungary in a press release as well, from which several newspaper articles and interviews were made. Interviews, press packages, media list compilation, organizing project opening and closing events with 60 attendees per event, **producing leaflets and project boards, carrying out a photo documentation.**

- **Ministry of Environment and Water** / image development, media relations.
- **Ministry of Health** / brand building, events (health screenings on-site of the Castle area with the participation of more than 2000 registered guests).
- **ESZA Nonprofit Ltd.** / Ministry of Social Affairs and Labor / media training sessions for middle and senior managers with the involvement of the most recognized representatives of the online and printed





BADO Showroom



• BADO

- Fashion marketing, introductory communication campaign, complete large-scale (large) image design, organizing a fashion show for 450 attendees with the participation of the Hungarian water polo team sponsored by T-Mobile at the T-Com headquarters, **editing a brand catalogue**, shooting image films, developing a sponsorship strategy, ensuring press relations, preparation of press materials. We published nearly 100 PR articles and interviews following this event)
- Positioning the premium category company and the business owner in the target media channels

• Dior, Smalto, Ferré

- Organizing a fashion show for 500 attendees in the Art Gallery with the participation of the most important and largest company managers and media representatives in Hungary. Designing and producing press and VIP invitations.
- Program: Dior, Smalto, Ferré fashion show
- Moderator: Nóra Szily
- Media sponsors: Reuters, Europress, MTV 1 Style Magazin, Hazai Divat
- Sponsors: Guerlain, MeeVIDA, Mozart Chocolate Liqueur, Brussels Airlines

GIANFRANCO FERRE
Dior

Smalto



GUERLAIN

- Guerlain / product presentation organization, promotion.
- MeeVIDA (diamond jewelry) / introductory campaign, branding, providing media relations, **advertisement editing**, producing PR articles, generating media appearances, conducting interviews, providing media training sessions, compiling media lists, organizing photoshoots, organizing VIP events, **complete (large) image design, designing and manufacturing graphic materials.**
- A billboard campaign with Zséda
- MeeVIDA Opening Party
- MeeVIDA diamond jewelry and fashion show at the New York Palace Budapest:
350 participants (VIP guests, celebrities, 40 journalists from the print and online media). The program: a concert with Zséda (the "face" of MeeVIDA) and a joint jewelry and fashion show together with the First Hungarian Fashion Designers Association. Designing and manufacturing press folders, farewell gifts.
- MeVIDA Cocktail Party at Callas:
More than 200 attendees, 25 journalists, Diamond jewelry and Barbara Leber Haute Couture fashion show, including the appearance of Zseda, the face of MeeVIDA. Supporting partners: ELLE, 90.9 Jazzy Radio, The Luxury Face of Budapest, Zsidró Saloons and Guerlain.

Another luxury brand has chosen Hungary to open a shop in the nicest district of Budapest and to show its beautiful jewellery to the Hungarian women.

One of the world's leading diamond jewellery trading companies, Noor Gems has decided to open the first jewellery shop under the brand name of MeeVIDA opposite the Opera House in the centre of Budapest.

MeeVIDA symbolises life and the eternity of diamonds.

The diamonds come from South Africa and are sold everywhere in the world from Shanghai to New York.

The MeeVIDA diamonds are made of the best quality DeBeers diamonds and designed by French designers, using 18 karats white and yellow gold.

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Open: Mon-Sat 10⁰⁰-19⁰⁰

A COLLECTION MORE THAN EVER "DIAMOND"

A SUMMARY

Our experience and qualifications, as well as our extensive network of contacts has greatly contributed to achieving our goals. We implement a wide range of carefully thought-out strategic solutions to assist our business partners in their success

Through the cooperation with our clients, we apply PR solutions tailored to our business partners, based on a mutually developed communication strategy.

Our documented quantitative and qualitative efficiency measurement solutions are able to indicate how effective a communication campaign proved to be.



Our colleagues working in our offices in Budapest and Debrecen are graduates in the fields of communications, PR, marketing and event management, possess international experience and speak English and German as well. We have our own in-house editorial, graphic design and film production team.



TERDIK ADRIENNE

Managing Director - After graduating with a degree in **English studies and Ethnography** from the University of Debrecen, she obtained a **DMS degree from Oxford Brookes University** as well as an **MBA in International Economics**. She started her career as a deputy head of section and a specialist instructor at the **Faculty of Economics of the University of Debrecen**.

Following this, she became the head of the Department of Social Relations of the **Ministry of Environment and Water Management** and then of the Department of Public Awareness and Environmental Education, where she successfully implemented the "Environmental Education and Training Program at Public and Higher Education Levels" as required by the National Environmental Program.

After her civil service career, she was appointed to lead one of the biggest international communications agencies ECC Publico (later Pleon Publico) in Hungary. She also gained international experience at Create Connections Networking and Lobbying GmbH in Vienna.

She founded her own PR agency, **PResston PR Ltd. in 2007 in Budapest. In 2020, PResston PR opened its branch in Debrecen, too.**

She is also an accredited examiner at the University of Debrecen and an honorary associate professor at the Budapest Metropolitan University.

She developed the "Smart interviews" project, which promotes the integration of young individuals starting their careers in the labour market.

Interviews with the Managing Director of PResston PR are available by clicking on the following links below:

- [Üzletem.hu's interview with Adrienne Terdik](#)
- [Franchising.hu's interview with Adrienne Terdik](#)



Adrienne Terdik
Managing director
PResston PR

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„You invest in values with us.”

OUR ESTEEMED COLLEAGUES



Nikoletta Szekeres | PR manager | Budapest



Ujhelyi Nelli | PR consultant | Debrecen



Róbert Károly | PR officer | Budapest



Fanni Osvát | PR assistant | Budapest



Gilchrist Jonathan | PR assistant | Debrecen