



PRESS KIT



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AGENCY

COMPANY Gesellschaft für strategisches Ereignismarketing mbH was established in Frankfurt in 1989 by events expert Mario M. Flaschentraeger. Today, the agency's head office is located in Sinntal and it has subsidiaries in Frankfurt and Moscow, Russia. It has become one of the leading event agencies in Germany.

BROAD SPECTRUM - FULL-SERVICE

In the beginning, the focus of the Frankfurt agency lay in culture and performance artist events. Since then, the portfolio has expanded extensively: initially to conferences and incentives and then on to product launches, national and international press launches and award presentations. In recent years the sphere of activity, initially limited to Germany, has been extended to include other European countries, and today COMPANY enjoys its status of being one of merely a handful of agencies of its kind in the Russian and Baltic markets.

COMPANY sees itself as an all-round lead agency and DMC (Destination Management Company) focussed at all times on the success of the respective product and customer. Its portfolio comprises concept work, organisation and realisation, and thus covers the entire spectrum of a full-service provider.

COMPANY is a member of
idkv e.V. & FME (Forum for Marketing Event Agencies)





AGENCY

NETWORK

COMPANY forms the core of a well-coordinated network which aspires to find solutions that satisfy all conceivable customer requirements and can be translated into creative productivity.

Day after day, COMPANY is confronted with extraordinary challenges. To master these requires a conglomerate of experience, good intention and the spirit to go new ways with the aim of developing solutions that are innovative and, in particular, anything but monotonous. Our project leaders are perfectionists who think as a network and always have the entire picture in mind. They plan, idealise, initiate and finally direct to feed life into "their" event with all their knowledge and experience. We use expertise to bring your ideas alive.

Supporting us in all this are our Russian colleagues in Moscow and numerous partners in Madrid, Florence, Lausanne and Cape Town.

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AGENCY

"No man that does not see visions will ever realise any high hope or undertake any enterprise."

Thomas Woodrow Wilson (1856 - 1924), 28th president of the USA

To follow the philosophy of Thomas Woodrow Wilson in the attempt to bring life to visions, hopes and encounters is COMPANY's continuous goal.

For encounters involve the meeting of personalities at a particular place and a particular time for a particular reason.

Whether company, brand or product – those who provide a credible, authentic and convincing performance at encounters will awaken emotions. Emotions that lead to new dimensions in communication with the target group. Brand worlds must be experienceable, and images created or changed, for events to be successful and justifiable.

COMPANY vouches to realise concepts, ideas, plans and visions with you as the customer in mind and thus stage your company, your brand or your product in a unique and distinctive way.



PORTFOLIO

NETWORK

COMPANY forms the core of a well-coordinated network which aspires to find solutions that satisfy all conceivable customer requirements and can be translated into creative productivity.

PORTFOLIO

From Baiersbronn to Moscow, Capetown or Washington ... A product launch, an incentive or promotion, an opening event or a staff or sports event ... With or without VIPs: event management requires competent organisational talents with top contacts and strong nerves. Like those at COMPANY.

For over 15 years now we have been providing concepts, planning and implementing events, finding the right locations, coordinating service providers around the world, taking care of the technical side and the course of events right up to the final reporting. In a nutshell: everything to keep the customer satisfied, and, of course, customised to each company profile and budget. Great, award-winning ideas from XS to XXL. Try us and see for yourself!



COMPANY's portfolio from A - Z

- * Field sales conferences
- * Event strategies
- * Corporate anniversaries
- * Galas and shows
- * Dealer conferences
- * Incentives
- * Annual conferences
- * Performing artists
- * Customer events
- * Staff events
- * Trade fair presentations
- * Motivation conferences
- * Motivational kick-off meetings
- * Awards presentations
- * Press work
- * Product presentations
- * Promotion events
- * Roadshows

Everything is possible.

At the beginning there is always an idea waiting to be filled with meaning and content. Our service profile for corporate and public events, conferences, trade fairs and other communication forms of live marketing comprises a conglomerate of services including strategic consulting, briefing preparations, extensive consolidation in the areas of creation, concept work, implementation, logistics and location.

Research

Scouting, location finding, show presentations, performing artists, contacts.

Event architecture

Event design, room and space planning, stage design, event and trade fair construction visualisation, simulations, construction tender invitations, static calculations, CAD plans, official approval and licensing procedures, site management, building surveys.



Event technology

Technical logistics and concept work, technical tenders, projection design, decoration, light and sound technology, simultaneous technology, autocue systems, intercom radio systems.

Show production

Direction, dramatisation, composition, arrangements, choreography, scripts, entertainment, bookings, theme songs, performing artist bookings and management.

AV production

Ideas and concept work, video and TV productions, multivision, cameras, photography, music, computer graphics, animations, illustrations, multimedia programming, sound production, foreign language adaptations, live broadcasts.

Event realisation

Project organisation, project management, event order management, entire coordination, reporting.

Logistics

OPEC@, participant management, mailings, hotel bookings, guest logistics, hostess bookings, catering, security concepts, transport logistics, crew logistics, travel logistics.

Copywriting & editing

Speeches, show presenting, invitations, press reports, image texts, translations.

Budgeting/controlling

Budget monitoring, statistical cost accounting, development of flex budgets, sponsoring, success surveys, reporting.



SUCCESS

REFERENCES (extract)

Allianz Versicherung AG
ARD-Werbung SALES & SERVICES
Axel Springer Publishing Group
Bartz + Bartz Eventagentur / RTL2
BASF AG
Böwe Systec GmbH
Boehringer Ingelheim AG
DaimlerChrysler AG
De Dietrich GmbH
Deutsche Shell AG
Dräger Medical AG & Co. KGaA
EDS Deutschland GmbH
FIAT AG
Frankfurter Rundschau
GERLING Versicherung AG
Gruner & Jahr AG
Heidelberger Druckmaschinen AG
IBM Deutschland
Landesbank Hessen-Thüringen
LexisNexis Deutschland GmbH
MAZDA Motor Europe GmbH
MDR Mitteldeutscher Rundfunk
Mercedes-Benz AG
Messe Frankfurt GmbH
MULTIVAC A/S
NGC Nutzfahrzeug Gebrauchtwagen-Center
Philipp Holzmann AG
PIRELLI AG
Porzellanfabrik Hutschenreuther
PROTON 3A Automobil-Import
Roland Berger Consultants
Saatchi & Saatchi GmbH
Schering AG
Skoda AG
Stadt Esch-sur-Alzette Luxemburg
Toshiba Europe GmbH
TRUMPF GmbH & Co. KG
TUI - Robinson Club
Vitro-Shop GmbH
Volkswagen AG
Württembergische Versicherung
Wella AG
Wyeth-Lederle-Pharma
ZDF - Zweites Deutsches Fernsehen



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COMPANY ist Mitglied im
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