



PHMC GPE LLC

marketing & corp. communication

Positioned to Influence...

...Appointed to Succeed



Communication

Marketing

Training

Digital

... design the Strategy

... enable the right Tools!

Conseil
 Elaboration de Stratégie
 Accompagnement et formation
 Communication multi-canaux



Consulting
 Building the right Strategy
 Coaching & Training
 Multi-channel Communication



NEWARK - LONDON - BROADWAY





Corporate Communication

How we understand "Communication"

Communication means exchange of messages between sender and receiver.
 Communication is social interaction with the help of messages.
 Communication can also be production and exchange of meanings.

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Communication globale	Global communication
Communication de crise	Crisis communication
Plan média	Media plan
Relation presse	Press & media relations
Création graphique	Design
Exposition, évènements	Exhibition, events
Media Sociaux	Social Media



Marketing

What is Marketing ?

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stake holders.

(The American Marketing Association definition)

We see marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

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Plan Marketing	Marketing Plan
Marketing de relation	Relationship Marketing
Marketing interne	Internal marketing
Marketing Direct	Direct Marketing
Stratégie "Media Sociaux"	Social Media Strategy
Veille de Marchés	Market watch
Lancement de produit	Product launching
Produits de recherche	Surveys
Client mystère	Mystery shopping



What Is Marketed ?

goods, services, experiences,
 events, persons, places,
 properties, organizations,
 information,
 and ideas.

Training - Coaching



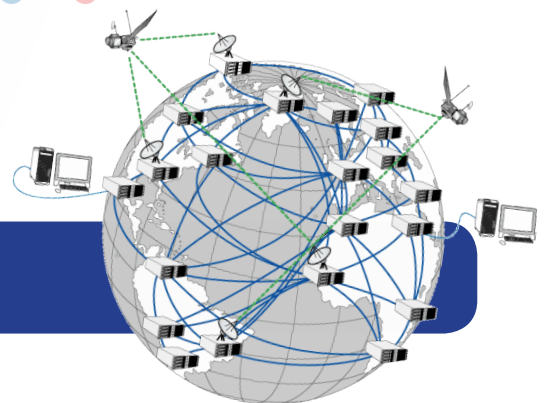
Training as a Winning Tool !

Marketing : CRM, Holistic, Internal, Social Network

Communication : Press & Media, Design, Web-Design, Social Media

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Cursus CRM Cursus "Customer services"
Marketing Media Sociaux Social Media Marketing
Coaching de dirigeants Executive coaching
MLC® Multi Level Coaching
Seminaires Seminars
Incentive
Team Building



DIGITAL

Internet

the inescapable Marketing & Communication channel !



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Marketing Internet Web Marketing
Dématérialisation Online communication
Développement de site Web Web site development
Intégration JOOMLA ! JOOMLA! Integrator
Intégration vtiger CRM - vtiger CRM solution partner
Réseaux Wi-Fi communautaires Community free Wi-Fi Network
Marketing et Comm interne Internal Marketing & Comm



Les sociétés font face aujourd'hui à des défis de communication sans précédent. L'information est utilisée instantanément et circule en permanence. La manière dont communique une entreprise en temps de crise peut avoir un impact majeur sur son activité. C'est pourquoi, nous croyons que les équipes dirigeantes et les équipes de communication de nos clients recherchent les services d'une société de marketing et communication à la hauteur de leurs enjeux. C'est ce à quoi aspire PHMC GPE LLC

L' APPROCHE : Nos clients doivent faire face à des problèmes de communication cruciaux. Il leur faut pour y répondre des consultants à même de leur donner des conseils stratégiques de haut niveau. Nous avons constitué une équipe de consultants expérimentés, et très compétents sur chaque type de marché. L'implication de nos collègues est totale, bien plus élevée que dans les autres sociétés de communication, reflet de notre différence.

Nos clients sont confrontés à des défis transfrontaliers en temps réel. Nos consultants constituent une seule et même équipe sur nos zones de chalandise Ils sont de culture internationale, natifs, par goût et/ou par expérience. En fonction des besoins du client, nous montons une équipe sur-mesure et lui allouons toutes nos ressources partout où nous intervenons.

NOS CLIENTS : Les besoins de nos clients sont souvent complexes, impliquant de nombreuses différences culturelles requérant des équipes dédiées aux compétences diverses.

PHMC GPE LLC tire une notoriété particulière de sa façon de gérer sa clientèle internationale, le plus souvent dans des contextes des situations critiques ou de problèmes majeurs.

La plupart de nos clients sont des PME-PMI, qui nécessitent le même niveau d'expertise et d'implication qu'un groupe d'envergure internationale, qu'il s'agisse de travail ponctuel ou de collaboration à long terme.

Depuis quelques années, la plupart des entreprises accordent une importance grandissante à la communication corporate. Notre but est de les aider à étendre leur capacité de communication globale en leur proposant des ressources, de l'expérience et des compétences particulières.

PHMC GPE LLC assure les prestations que nous demande notre client, quand et comme il le souhaite.



... enable the right Tools



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design the Strategy....

Companies today face communications challenges of a scale never seen before. Information flows worldwide and is interpreted instantly. The way a company tells its story and communicates in times of crisis, can affect every aspect of its business. In this environment, we believe that our clients' senior & executive management and communications specialists need and deserve a new standard of corporate communications & marketing Company. We have set out to create such a firm.

OUR APPROCH : Our clients face critical communications issues that challenge them at the highest level; they need senior communications advisors that can help them solve problems and deliver considered, strategic advice.

We have brought together a team of experienced and high level advisors in each market. They have all a huge involvement level and are rooted in the company culture; that is reflecting a difference in the way we work.

The issues our clients face range around the clock and across worldwide markets. Our people operate as one team worldwide and they are international, natively, by instinct and/or experience. Because we have only one global profit center our clients belong to the firm as a whole; not to only one representative office or way of practice. That means we can assemble one team to meet a client's needs & expectation with whatever skills and resources are required, wherever they are located.

OUR CLIENTS : Our clients often require work that is complex, ranging across a number of cultural differences and audiences and demanding dedicated teams combining a range of specialist skills.

We are well known for our work with international clients, often when they are engaged in critical transactions or the management of major issues.

However, most of our clients are small or unlisted companies. These require the same level of expertise and dedication, whether for long-term retained work or short-term special projects.

In recent years, virtually every company has improved its commitment to, and capabilities in, all aspects of corporate communications. Our aim is to support and extend our clients ability to act in these fields by providing specialist expertise or resources to achieve their goals.

We have built PHMC GPE LLC to deliver what the client wants and to meet and exceed their needs - How, When and Where they want it.