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**PR TOOLKIT**

**COUNTRY REPRESENTATIVE**

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**SECTION 1**

**OVERVIEW**

Congratulations! You’ve been selected as one of Europe’s brightest businesses actively demonstrating the core principles of the European Business Awards sponsored by HSBC:

* Business excellence, best practice and innovation

This presents you with a great opportunity to generate media coverage for your company’s projects and services and the accolade of being recognised by Europe’s leading business Awards programme. So now’s the time to shout about your success and let your target audiences know about your achievements.

* Increase visibility for your organisation’s projects and services within your local community, your industry sector and throughout national and European media outlets.
* Promote the fact that you were selected as a Country Representative for [*your country*] in the first stage of the European Business Award. It demonstrates to clients, staff, stakeholders and supporters that your work is being celebrated by leading business professionals across the EU.
* You will be seen as flag bearers and examples of success in the campaign to continually raise the standard benchmark for business excellence across Europe.

**The idea of this pack**

The idea of this pack is to help you to gain coverage and exposure for your organisation and suggest ways in which to promote your achievement widely.

The fact that you have become a Country Representative in European Business Awards is only newsworthy for a very short period. So it is important to react quickly in order to generate coverage of your success.

Below is a suggested **Action List** of activities to undertake, they are ranked in terms of priority on a scale of *Very Urgent, Urgent, Least Urgent*. The list is time prioritised, but in reality all of the actions should be undertaken as quickly as possible. You’ll also find a list of other resources to help you support your news story under **Resources**.

**SECTION 2**

**MEDIA ACTION LIST**

**VERY URGENT**

* **Contact local and professional press and media** – issue a press release to your local newspapers, radio and television stations, your professional and industry magazines and all relevant websites. Where possible call before and/or follow up the release with a telephone call to the journalists and editors (this will dramatically increase the chance of achieving coverage). Include a picture with your press release of the relevant representative from your company and caption this picture with the person’s name and title. In the Resources section you will find the following to help you create a news release:
	+ Quotes from the Quotes page
	+ Information About The Awards
* **Create a news release** complete with picture for your website and feature the European Business Awards logo prominently on the site stating your achievement within the Awards programme.

**URGENT**

* **Write/email all your clients**, stakeholders, funding bodies and associations and notify them of your achievement in the Awards.
* **Social Media** Don’t forget social media – do you have presence on Facebook, Twitter, LinkedIn and Youtube, do you have a blog etc? If not then consider starting pages and ensure that you keep the information up to date and upload press releases and images as and when you send them.

Join the European Business Awards on Twitter @EBAs2011, the EBAs Group on LinkedIn or on Facebook [www.facebook.com/businessawardseurope](http://www.facebook.com/businessawardseurope)

**LESS URGENT**

* **Create an email signature** for your organisation promoting your achievement within the Awards programme including the European Business Awards logo.
* **Include the Awards logo** on stationary (letterhead paper, business cards, etc)
* **Approach industry and relevant category conferences** throughout Europe and explain your achievement in the Awards and offer to speak at their conference about your project and what has made it successful.
* **Host** your own breakfast, lunch or seminar for target and existing customers showcasing your achievement in the Awards programme and why you were selected.

And importantly, keep us up to date on the successes you have had in generating coverage by forwarding any coverage to our PR Manager Emilie Fournet emilie.fournet@businessawardseurope.com

Many items on the list are self explanatory, however a number of the clients have requested more information on generating press coverage, so the rest of this pack offers simple guidelines on writing and issuing a media release in the next section **Issuing Media Releases**.

**SECTION 3**

**ISSUING MEDIA RELEASES**

**General good practice:**

• **Keep it short and concise**

• **Get to the point** **quickly**

• **Follow the 5 Ws** (who, what, when, where and why) and cover them all in the first two paragraphs

• **Use plain language** (no jargon)

• **Provide a quote**

• **Give contact details** and make sure you can be contacted.

If you know a particular reporter, send it to them. Otherwise send it to the newsdesk. It is ok to follow this up with a phone call; for newspapers, mid-morning is normally the best time.

**Where to send your press releases:**

• Local newspapers

• Local radio stations

• Local news websites

• Specialist publications in your area of work

• National media if your news is important enough to have a national interest.

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There are lots of ways to generate press coverage, we will concentrate on a very simple idea and process that everyone can follow.

**Where to start:**

You need to think about who will be interested to read about your achievements, local media are always interested in stories with a local flavour, so they are a good place to start, then you need to think about professional and industry magazines, journals, newsletters and websites that you or your colleagues may read. Also make a list of all the associations, professional bodies and networks in your sector.

A good way to get articles published is to establish who has covered this subject before or who might have an interest in your company/service or product area.

You will then need to collect email, telephone and possibly postal addresses of the journalists, reporters and editors of those organisations so that you can send them your press release and ideally contact them by phone.

Keep a database with each of the target publication and radio/TV contacts and log each call you make and release you send so you will know who has been sent information and who has responded.

**What are you going to tell them?**

We would suggest that in the first instance, you tell them about your achievement in the Awards programme. It’s a real achievement and an outstanding accolade to be selected as a Country Representative in the European Business Awards. We engage with thousands of businesses across Europe every year and to be selected as a Country Representative is a reflection of a company’s success.

The best way to do this is by creating a press release, this helps you clarify what the message is you want to convey to the media. Once you have completed this exercise you are in a position to start contacting the media. Depending on your resources you may choose to call them and talk to them first about your successes, or you may choose to email the release to them and then follow them up with a phone call. Generally the best response is generated by using a combination of press release and telephone follow up.

**Writing the press release**

Attached is an example press release. Ideally the press release you create should be no more than one page in length.

The **headline** and the first paragraph is the most important part of the release.

The headline should be short, catchy and easy to understand, and should summarise the main point of the story. It needs to encourage the journalist to read on.

The **first paragraph** needs to summarise the essential points of the story answering these questions: who? what? when? where? how? why? Try to bring out the human interest angle of the story.

So for instance you will need to state that on 4th May 2011 your organisation was selected as a Country Representative in the European Business Awards, sponsored by HSBC. Describe what your company does and state an interesting fact here: so perhaps it is the only project from your country to be given the accolade; it is the only project across Europe to use a specific technology; everybody working on the project is a volunteer, etc.

Follow the first paragraph with a **quote** from someone in your organisation, keep the quote short and memorable; “We are absolutely overjoyed and proud to represent [*your country*] in the Awards.... xxxxxxxxxxxxxxxxx”

The **main body** of text should explain in more detail the key points of the release in descending order of importance. We would suggest you expand a little on your initiative: who it is aimed at; what it is you are doing; and the difference you have made to your clients/sector. Always remember to bring out the human interest angles of your work.

You should also provide a little more detail on the European Business Awards sponsored by HSBC, providing essential details that substantiate and support the scale of your achievements. For instance; the competition run by the European Business Awards has seen impressive entries from organisations with a combined turnover greater than €766 billion Euros across the 28 EU countries plus emerging nations (**you will find further useful information in Section 7 of this toolkit)**

At the end of your release always give the name, telephone number and email address of the spokesperson to contact for further information. Any other sources of information, such as internet URL addresses are also useful. And any information about images and photographs available (see below)

**Images and Photographs**

It is always worthwhile to have a good quality photograph or image to illustrate the work that you are undertaking. A people picture that actively depicts the project is particularly useful. A picture paints a thousand words and is often used in place of/as well as the written word.

The picture should be available in a common digital format (jpeg) that can be emailed to a journalist with a resolution of at least 300 dpi available.

In most instances it is not advisable to send the photo through with the press release, but advise on the press release that images are available. Use only a short single sentence description of the photograph.

The next stage is to distribute the release to the media. It is easiest to do this by email, but make sure to adhere to any data protection or direct mail regulations in your country.

**How to sell in your press release and get it published/aired in the press and media**

* The best way to start is to isolate the top 25 to 50 publications that you think are most likely to want to cover your story. Call them first, explaining what you have achieved and ask if they would be interested in your story.

That will generally prompt them to ask you to send them a press release or more specific information.

* An example of what to say:

“Good morning/afternoon, is that xxxxx? Do you have a moment to talk or are you on deadline? My name is xxxxx and I handle the press work for xxxxx. We have been selected as Country Representative for [*your country*] in the European Business Awards. There’s a great human interest/business story angle here - the way we did this was by xxxxxxxxxxx. Who should I send our press information to? How do you prefer to receive information – by email? What else would you like me to send, such as images or footage? When is the best time to call to check you’ve received the information?”

* For the rest of your media list that you have compiled, if you have time and resources call them too, if not, send them the press release.
* If you are uncomfortable with making the telephone calls first, then send the press release out to your entire contact database.
* Once you have send out your release it is really worthwhile to call the contacts to check if they have received it, if they have any other questions and whether they will be covering the story.

**Social Media**

Don’t forget social media – do you have presence on Facebook ([www.facebook.com/businessawardseurope](http://www.facebook.com/businessawardseurope)) Twitter and LinkedIn, do you have a blog etc?

Join the European Business Awards on Twitter @EBAs2011 and don’t forget to hash tag EBAs in your tweet: #EuropeanBusinessAwards and @EBAs2011. [http://www.twitter.com/@EBAs2011](http://www.twitter.com/%40EBAs2011)

Join the EBAs on LinkedIn, you can start a discussion in the European Business awards group. The group is called “The European Business Awards”.

We also have a Youtube channel on <http://www.youtube.com/user/BusinessAwardsEurope>

If you do not have a social media presence, then consider starting pages and ensure that you keep the information up to date and upload press releases and images as and when you send them. AND don’t forget to use the Awards logo on all social media too! These forums can also be used to keep people updated on news and products as well as comments on the business climate and respond to issues.

Remember to act quickly as your story is only newsworthy for a short period of time, if you have any questions or need any help, please give our Press Relations team a call, we will be happy to offer any assistance we can.

If you would like any further assistance or advice, please contact the Newsroom at the European Business Awards on T +44 (0) 20 7234 3546 or Email: emilie.fournet@businessawardseurope.com

**SECTION 4**

**ABOUT THE AWARDS**

The European Business Awards head sponsored by HSBC, sponsored by RSM International, Infosys and in association with UKTI, is an independent Awards programme designed to recognise and promote excellence, best practice and innovation in the European business community, in line with the broad aims of the European Union and business representative groups across the member states.

The Awards highlight and promote examples of individuals and organisations that achieve outstanding results across a variety of disciplines – from environmental concern to customer focus – results that set them apart as leaders in Europe.

The European Business Awards involves some of Europe’s key political figures, including Emil Constantinescu, former President of Romania; Arnold Rüütel, former President of Estonia; and Petar Stoyanov, former President of Bulgaria; business leaders including, Peter Brabeck-Lethmathe, former CEO of Nestle, Bill Parsons, Executive Vice President HR, ARM Holdings plc and Guy Black, Director of Corporate Affairs, The Telegraph Group plc, along with top academics and media representatives from Europe’s most influential media owners.

The Awards programme is open to large multi-nationals, medium-sized businesses, and fast growing small businesses, representing all sectors and all countries of the European Union.

Entering the European Business Awards is a chance for companies to benchmark themselves against the best businesses in Europe. Due to the quality of the entrants and the rigor of the judging process, those who are selected to represent their country, receive a Ruban d’Honneur or secure the ultimate accolade of winning a European Business Award are seen as exceptional European businesses.

**A brief history of the European Business Awards…**

Set up by Adrian Tripp, serial entrepreneur and founder of the UK National Business Awards, the European Business Awards were designed to not only recognise and reward exceptional business practices across the EU, but also to provide a unique opportunity for networking, learning and exchanging ideas. Run with social enterprise objectives in mind, the programme aims to be financially self sustaining and if possible, profitable!

Over the past five years the Awards have become the premier business platform across Europe. For all Europeans our prosperity rests with the success and entrepreneurialism of our business communities. By showcasing and promoting the success of the Country Representatives, Ruban d’Honneur recipients and Award winners the programme aims to foster, inspire and encourage others across Europe to emulate their success.

Adrian Tripp, CEO, European Business Awards says, *“Every year the judges discover some truly impressive businesses who overlook their own brilliance. The Awards provide a global showcase for these inspiring companies who strive to deliver excellence in everything they do.”*

**SECTION 5**

**QUOTES ABOUT THE AWARDS**

**Adrian Tripp, CEO of the European Business Awards says** *“Every year we receive hundreds of entries from businesses who are passionate about their role in driving the economy of the nation they reside in. Our main sponsors are HSBC Commercial Banking, the world’s largest trade bank and we’re encouraging businesses across the EU to assert their point of difference at a time when global economic competition is proving tougher than ever before. For European businesses to thrive and stay at the forefront of economic growth it is vital that we invest in enterprise, innovation and excellence”*

**John Casey, HSBC Head of Commercial Banking, Europe** “*The European Business Awards provide a perfect opportunity to recognise the best of European business and their successes over the past twelve months. These companies have displayed an impressive ability to thrive despite challenging economic conditions, pursuing growth and creating prosperity. Their recognition is highly deserved, and through the European Business Awards their success – and the stories behind that - can be shared across the wider business community. We look forward to celebrating alongside these inspirational businesses and wish them every success at the next stage of judging.”*

**José María Aznar, former Prime Minister of Spain**, *“I have the highest opinion of the European Business Awards. It is a great initiative to promote the values and principles we believe in: liberty, democracy, freedom of speech, open markets and open societies.”*

**Christine Lagarde, French Minister of Economy, Finance and Employment**, *“It is wonderful that all 28 member states of Europe are together* [in entering the European Business Awards]. *We want a strong Europe and you are participating in the process of building a strong Europe, piece by piece.”*

**Jean Stephens, CEO, RSM International**, *“Exceptional business talent needs to be recognised and rewarded – and our continued support for the EBA Entrepreneur of the Year award reflects RSM’s commitment to partnering with the best business professionals in the world”*

**Petar Stoyanov, former President of Bulgaria**, *“This event inspires and stimulates European Business to reaching exacting criteria, where not only annual turnover and sales count, but also factors with high social importance – what we call business ethics.”*

**BG Srinivas, Senior Vice President, Member Executive Council, Infosys**

***“The standard of companies entering the Awards increases year on year. In the Infosys Business of the Year Award category, g****ood ethics are paramount and the judges here look at strategy, future growth plans and the company’s workforce****.”***

**Philip Forest, Chairman of Judges**

*“It is a privilege for me to once again serve as the Chairman of Judges for the European Business Awards. It has been very difficult to choose between so many highly successful and resourceful companies who have shown that they are the best at what they do. I wish all the country representatives the best of luck and congratulations at getting to the final stage of Europe’s toughest business competition.”*

**SECTION 6**

**TEMPLATE RELEASES**

The following section provides a template guide for you to use as a press release to reach your target audience. Hopefully this will help speed up the process of issuing a media release and allow you to simply lift the relevant information whilst providing you with an opportunity to tailor the media release to your organisation.

Remember to issue the media release with the following:

* Pictures relevant to your organisation e.g. pictures of people, either as a mid-shot (waist up) or a head shot (close up headshot).
* Information about your company, what you do, what your services are, where you operate.
* Contact information, including a mobile number and personal email address

You will find the following template

* Country Representative press release

***DRAFT NEWS RELEASE – COUNTRY REPRESENTATIVES***

**NEWS RELEASE – FOR IMMEDIATE RELEASE**

[INSERT DATE]

**[INSERT COMPANY NAME] TO REPRESENT [INSERT YOUR COUNTRY] IN EUROPE’S MOST**

**COMPETITIVE BUSINESS AWARDS COMPETITION**

The European Business Awards sponsored by HSBC ([www.businessawardseurope.com](http://www.businessawardseurope.com)) has announced today that [insert company name] is to represent [insert your country] in the prestigious 2011 Awards programme. [insert company name] beat off stiff competition to be selected as one of XX Country Representatives and will now compete for a coveted Ruban d’Honneur in the next round of the competition. Final category Award winners will be unveiled in Barcelona on 22nd November 2011.

The European Business Awards has identified some of Europe’s brightest businesses based on their ability to demonstrate the three core principles at the heart of the Awards programme. The esteemed panel of judges were looking for organisations to represent [insert your country] who exhibited innovation, business excellence and sustainability.

[Suggested quote from your company, insert name and title of person] *“At* [insert company name] *we’re absolutely thrilled to be selected to represent* [insert country]*. We’ve been operating for over* [insert number of years] *in the* [insert sector you work in] *and it’s an honour to be recognised as one of the leading organisations in our country and in our field. The European Business Awards is widely recognised as the showcase for Europe’s most dynamic companies. We’re looking forward to the next round of the competition where we’ll be competing across Europe to receive a Ruban d’Honneur and hopefully win the category for* [insert Awards category].\*

The European Business Awards is dedicated to raising the visibility and progress of companies who excel in delivering innovation twinned with successful commercial results whilst acting responsibly and positively affecting the social environment they operate in. The 2010 European Business Awards showcased 100 Ruban d’Honneur recipients with a combined turnover greater than €766 billion Euros (6% of EU GDP) who employ over 3.5 million people.

Adrian Tripp, CEO of the European Business Awards says, *“Over the past five years we’ve received an incredibly high standard of entries from organisations that are passionate about their business. However, very few get the chance to fly the flag for their country and compete across Europe to be recognised as one of the EU’s leading companies. It really is an exceptional accolade to be picked as a Country Representative, and together with HSBC we’re looking forward to seeing* [insert your country] *in the next round.*

John Casey, HSBC Head of Commercial Banking Europe, commented: “*The European Business Awards provide a perfect opportunity to recognise the best of European business and their successes over the past twelve months. These companies have displayed an impressive ability to thrive despite challenging economic conditions, pursuing growth and creating prosperity. Their recognition is highly deserved, and through the European Business Awards their success – and the stories behind that - can be shared across the wider business community. We look forward to celebrating alongside these inspirational businesses and wish them every success at the next stage of judging.”*

**“[insert company name]** and the XX other country representatives will provide tough competition for the other quality businesses representing their own nations this year, and we wish them every success at the next stage.”

**[Ends]**

For further information please contact:

[insert your contact details, mobile, landline, email and company website]

Visit: [www.businessawardseurope.com](http://www.businessawardseurope.com)

**For media enquiries relating to European Business Awards contact:**

Emilie Fournet, PR Manager, European Business Awards

Tel: +44 (0) 207 234 3546

Email: emilie.fournet@businessawardseurope.com

**For enquiries relating to HSBC contact:**

Nick Pickles - Consolidated PR

Landline: +44(0)20 7781 2300

Email: hsbceurope@consolidatedpr.com

About the European Business Awards 2011:

*The European Business Awards recognises and rewards excellence, best practice and innovation in companies across the European Union. The competition is free to enter and open to organisations of all sizes and from any industry sector.*

*The European Business Awards programme serves three purposes for the European business community:*

*• It provides examples for the business community to aspire to*

*• It celebrates and endorses individual’s and organisation’s success*

*• It provides case studies and content for learning from these exceptional organizations*

*An innovative, strong and thriving business community makes a successful and prosperous Europe.*

The European Business Awards categories are:

The UKTI Award for Innovation

The HSBC International Growth Strategy of the Year Award

The Award for Environmental and Corporate Responsibility

The Award for Customer Focus

The Employer of the Year Award

The RSM International Entrepreneur of the Year Award

The HSBC Import/Export Award

The Infosys Business of the Year Award (T/O €0-25m)

The Infosys Business of the Year Award (T/O €26-150m)

The Infosys Business of the Year Award (T/O €150m +)

**About RSM International**

RSM International is a worldwide network of independent accounting and consulting firms. RSM International and its member firms are separate and independent legal entities. RSM International does not itself provide accounting or consultancy services. All such services are provided by member firms practicing on their own account. The network’s total fee income of US$3.8 billion places it amongst the top six international accounting organisations worldwide. Member firms are driven by a common vision of providing high quality professional services, both in their domestic markets and in serving the international professional service needs of their client base. RSM International is a member of the Forum of Firms. The objective of the Forum of Firms is to promote consistent and high quality standards of financial and auditing practices worldwide. www.rsmi.com

**About HSBC**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 7,500 offices in 87 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US$2,455 billion at 31 December 2010, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'

**About UKTI**

Whether you're a seasoned exporter or just beginning to expand overseas, talking to UK Trade & Investment is one of the best moves your company can make.

Through a range of unique services, including participation at selected trade fairs, outward missions and providing bespoke market intelligence, we can help you crack foreign markets and get to grips quickly with overseas regulations and business practice. www.uktradeinvest.gov.uk

**About Infosys Technologies Limited**

Infosys (NASDAQ: INFY - News) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a Flat World. These solutions focus on providing strategic differentiation and operational superiority to clients. Infosys has over 100,000 employees in over 50 offices worldwide. Infosys is part of the NASDAQ-100 Index. For more information, visit www.infosys.com

**SECTION 7**

**Key Facts about the European Business Awards**

**Overview**

The European Business Awards are Europe’s biggest and most exciting business awards programme, celebrating Europe’s brightest businesses. We seek companies that can demonstrate commercial success, innovation and ethical best practice, and this year the Awards team have engaged with over 15,000 companies in 30 countries.

**Awareness**

In 2010 the programme generated over 1,000 items of coverage across newspapers, magazines, broadcast channels, social media and online outlets, in 28 countries. With a PR value estimated at over €947,257.24 the European Business Awards has reached a business audience of 33,177,313.

**Commercial Growth**

The 2010 European Business Awards showcased 100 Ruban d’Honneur recipients with a combined turnover greater than €766 billion Euros (6% of EU GDP) who employ over 3.5 million people.

**Who is behind the EBA?**

The European Business Awards sponsored by HSBC is an independent Awards programme designed to recognise and promote excellence, best practice and innovation in the European business community, in line with the broad aims of the European Union and business representative groups across the member states.

The European Business Awards highlight and promote examples of individuals and organisations that achieve outstanding results across a variety of disciplines – from environmental concern to customer focus – results that set them apart as leaders in Europe.

The Awards programme is open to large multi-nationals, medium-sized businesses, and fast growing small businesses, representing all sectors and all countries of the European Union.

**Who supports it?**

The European Business Awards is supported by a 40 strong European Judging and Advisory Panel including leading politicians, academics, media owners and business luminaries. They receive no personal or financial benefit from their participation in the awards but share in a mutual desire to see the European Commercial Community thrive and lead the way in global economic development.

**How are the Awards financed?**

Every year, the European Business Awards gets bigger and better. Our continued success and growth is largely facilitated thanks to our sponsors HSBC, RSM International, Infosys and in association with UKTI.

**SECTION 8**

**Media Partner Contact Details**

We have secured a number of Media Partners for the Awards– please feel free to contact them to share your success stories!

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **MEDIA**  | **COUNTRY**  | **CONTACT NAME**  | **POSITION**  | **CONTACT DETAILS** |
|  |  |  |  |  |
|  |  |  |  |  |
| **Financial Mail on Sunday** | **United Kingdom** | Helen Loveless | Enterprise Editor | helen.loveless@mailonsunday.co.ukTel: +44 (0)20 7938 6981 |
|  |  |  |  |  |
| **Sunday Business Post** | **Ireland** | Maka Gvritishvili (HSBC) | Corporate Communications Manager | Maka Gvritishvili makagvritishvili@hsbc.com  Justin Bowers justin@keating.ie+353 1 635 6707 |
|  |  |  |  |  |
|  |  |  |  |  |
| **Rzeczpospolita** | **Poland** | Magdalena Ujda  | Corporate Communications Manager | Phone +48 22 354 0644 |
| **TV Biznes** |  | (HSBC) |  | Fax +48 22 354 0510 |
|  |  |  |  | Mobile +48 695 070 388 |
|  |  |  |  | magdalena.ujda@hsbc.com |
|  |  |  |  |  |
| **Ekonom** | **Czech Republic** | Eva Hanakova | Editor | eva.hanakova@economia.cz |
|  |  |  |  | T: +420 233 071 608 |
|  |  |  |  |  |
| **Verslo Zinios** | **Lithuania** | Ausra Barysiene | Rinkodaros direktorė | T:  +370 5 252 6300, 252 6400 |
|  |  |  |  | ausra.barysiene@verslozinios.lt |
|  |  |  |  |  |
| **Financial**  | **Georgia** | Zviad Pochkhua | Editor In Chief | Tel: (+995 32) 252 275 (Ext: 7) |
|  |  |  |  | Fax: (+995 32) 252 276 |
|  |  |  |  | zviadi@finchannel.com |
|  |  |  |  |  |
| **Rustavi 2** | **Georgia** | Mr. Akaki Gogichaishvili | Editor in Chief  | akaki@rustavi2.com |
|  |  |  |  |  |

**SECTION 9**

**LOGOS**

**Composite Logos to be used consistently in the ‘Header’ of all written communication**

To access download logos please log onto: <http://businessawardseurope.com/logocountry11>

The European Business Awards is widely recognised as ultimate platform for outstanding businesses in the EU. Designed to celebrate exceptional results across a variety of disciplines, the EBAs are a global showcase for the best in the business.

Reflecting the Awards partnership with HSBC, the visual identity has been evolved to better represent the synergy between the two partners and support the core values of the programme. These values celebrate businesses who can demonstrate high levels of commercial success in a sustainable manner, built on transparent business ethics. To this end, the new graphic device is constructed from three separate parts, which when harmonised complement each other delivering a visual language which is assured, confident and vibrant.