

COMMUNICATION SOLUTIONS FROM ATTENTION ECONOMY

MSMedia Public Relations

Overview

- *MSMedia as a company was established 2011 by Mart Soonik, who has long-term experience in attention economy both as journalist and communications manager (including 6 years of experience as director of Public Relations Department in Ministry of Social Affairs).*
- *MSMEDIA is offering the communication management service to all organisations, which includes not only consultations and single media communications, but also complete plans for all communication activities based on the organisation's real goals.*
- *In the private sector we mostly focus on improving internal communications, promoting innovation, media relations and/or marketing communications. In the public and third sectors the attention is rather on research, training or strategic planning.*

Services

- MSMedia main services are:
- research,
- media relations,
- crisis communication,
- courses/trainings,
- strategic communication,
- socio- political public relations (lobbying),
- marketing communication.

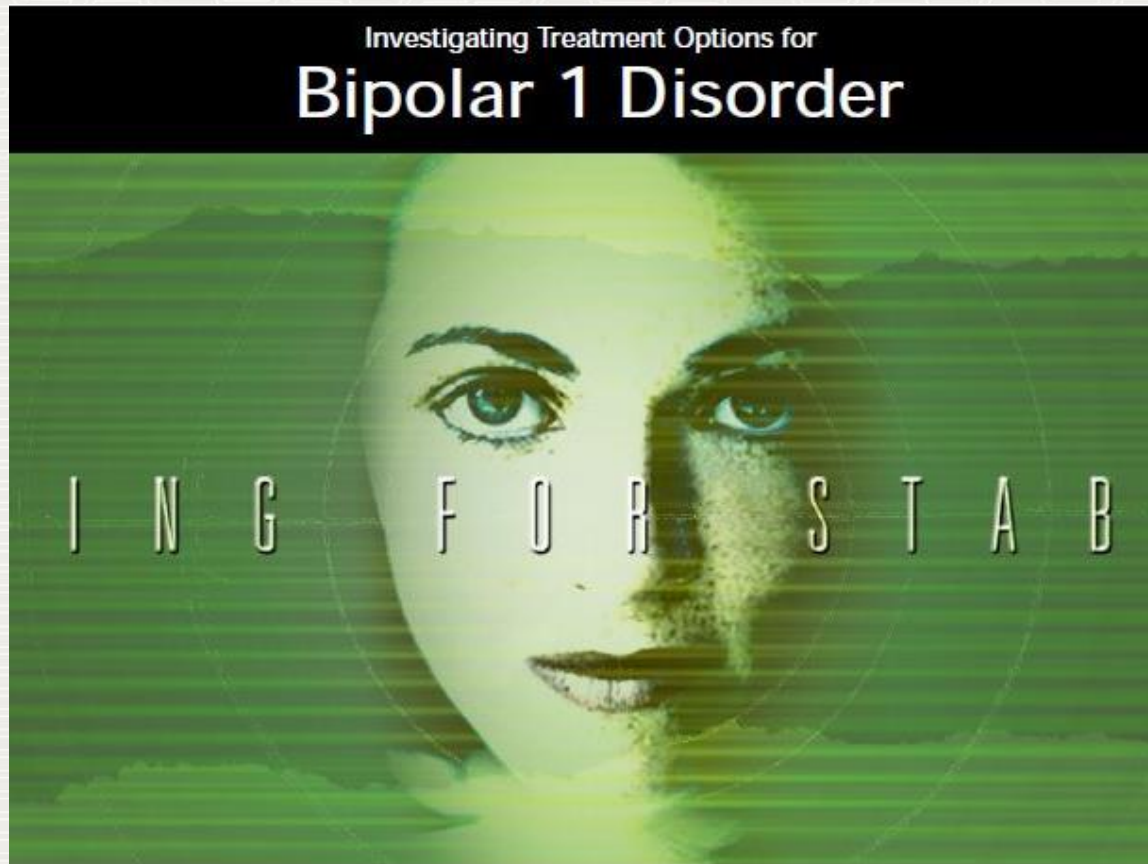
Services

- Researches
 - *Any organisation may need to stop for a moment, in order to assess their social capital inside the organisation, among main partners, clients and in the public as a whole.*
- Planning
 - *Precondition for proper treatment is good diagnostics, but this is not enough. Also, a reasonable plan is needed for preservation of former positive situation and transfer weaknesses into strengths.*
- Immediate intervention
 - *Not depending on the situation, we are ready for immediate intervention and help, using our best knowledge and contacts.*



Juno Health

Corporate communication, strategic planning, consultation, media relations



Janssen-Cilag

Lobbying with public authorities, media relations, marketing campaign

Viveo Health

Viveo Health

Corporate communication, strategic planning, consultation, media relations, content creation



Tervise Arengu Instituut
National Institute for Health Development

National Institute for Health Development

Communication plan for HIV prevention. Development of teaching program included toolbox and basis of regional communication strategies for health promotion specialists



Estonian Medical Association

Media relations, conference activities



E-TERVIS
EESTI E-TERVISE SIHTASUTUS

E-Health

Courses and training in media relations, support for communication management and for “eHealth Conference” during Estonian EU Presidency



Ministry of Social Affairs in Moldova

Research among 13 000 younger teenagers, development of communication strategy, plan for marketing campaign "Notice children!"



SOTSIAALMINISTEERIUM

Ministry of Social Affairs in Estonia

*Media relations training for management; Moderating round tables;
Focus group interviews with child welfare workers*

Further information

- <http://www.msmedia.ee/english/>
- <https://www.facebook.com/MSMediaOU/>

MSMEDIA

KOMMUNIKATSIOONILAHENDUSED TÄHELEPANUTÖÖSTUSEST