



Verónica Álvarez Puente,
Director of **V~PR,**
journalist and consultant,
specialized in corporate
communications

Through her consulting firm, her work as a journalist in print and audiovisual media for 8 years and after being in charge of the communications of one of the most important companies of the country for 14 years, Verónica has vast experience in helping companies to develop strategies to communicate and relate to audiences of interest.



INFO @ V-PR.COM.AR
PHONE (+54 11) 4996.3527
BUENOS AIRES - ARGENTINA



PUBLIC AND MEDIA RELATIONS .
SOCIAL RESPONSABILITY COMMUNICATIONS .
CORPORATE COMMUNICATIONS .
EVENTS ORGANIZATION .
GRAPHICS & AUDIOVISUAL PRODUCTION .

We are a consulting firm that consists of professionals with vast experience in Public Relations services, Press, Corporate Communications, comprehensive organization of events, celebrities calling, audiovisual materials and NTA in lifestyle and segmented media. We have experience in all the services related to the external and internal communications of a brand and/or company.

Through professional support, our highly trained staff works in every project with the highest dedication possible, respecting our clients' demands, in accordance with what was previously and jointly planned, providing the solutions needed in each case. Our performance is characterized for our responsibility, commitment and warmth from the very first contact.



OUR SERVICES

EVENT ORGANIZATION

We have state-of-the-art equipment and technology. We commit to offer different versions to provide your event with the originality you deserve. We characterize for considering the aesthetic of every place that welcomes us in; we make ourselves available for the local work team.

- › Planning and comprehensive organization of events.
- › Place setting.
- › Design, production and printing of materials.
- › Presents.
- › Photography and video services.
- › Hiring of shows.
- › Catering service.
- › Sound and lighting service.

SOCIAL RESPONSIBILITY COMMUNICATIONS

Due to the leading role of companies in the dynamic of contemporary societies, their social responsibility becomes a key tool to reach development and progress in the medium and long term. It is believed that companies that carry out more sophisticated programs, in terms of social responsibility development, do not only produce a fleeting positive image within the social environment, but they also succeed in creating a good reputation, which is sustainable in the long term.

We assist companies in the development of communications materials of social responsibility.

- › Social responsibility report.
- › Development of exclusive web sites of corporate social responsibility.
- › Inclusion of corporate social responsibility actions in specific audiovisual media and social networks .

PUBLIC AND MEDIA RELATIONS

We work on the communications with the media in depth and, as a consequence, with the public. We also bring companies to the attention of opinion leaders that can contribute to improve corporate reputation.

- › Advice on communications policies.
- › Comprehensive strategic planning, design and implementation of communications programs.
- › Liaison actions with key audiences.
- › Writing of communications materials.
- › Preparation of press mailings.
- › Presentation events for the press.
- › Amplification of news through influential media, celebrities and journalists.
- › Press actions pre and post launches.
- › Generation of interviews with the media.
- › Development of Non Traditional Advertising.
- › Preparation of reports about the actions performed and the results obtained.

CORPORATE COMMUNICATION

We offer strategic advice and execution in accordance with corporate objectives. We help our clients to develop solutions that preserve the corporate value and determine corporate results.

Nuestra práctica de Comunicación Corporativa incluye:

- › Corporate brand positioning, Financial communication, Organizational performance and Executive positioning.
- › Our objective is to help our clients so that key audiences, formed by the groups of interest, understand and improve the perception of their companies.
- › We help our clients to focus on shareholders and the investment community.
- › We shape the messages of senior leadership teams and boards of directors.
- › We design plans to assist the collaborators of all levels.

Professional consulting, planning, strategy, and implementation of communication activities.