

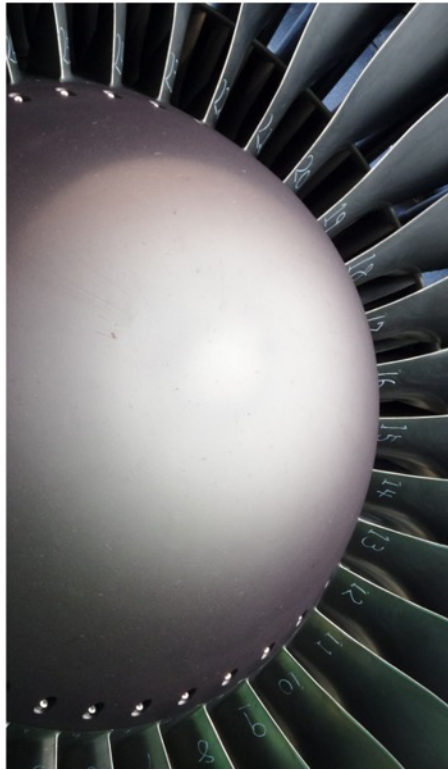
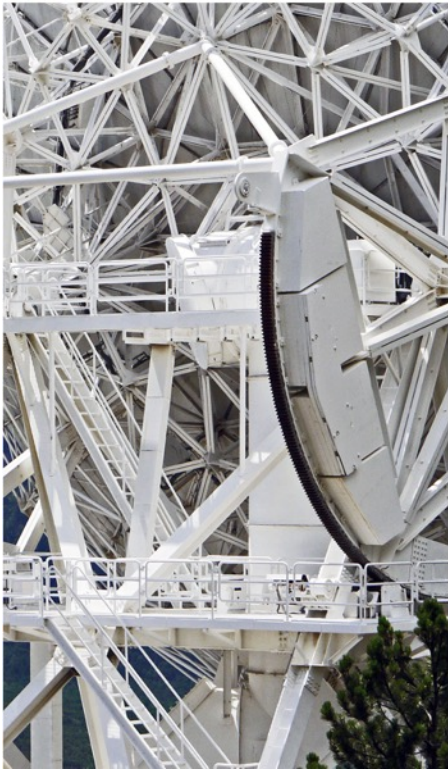
PR
CT.

Strategic Communications

Thinking.

Developing.

Delivering.



PRCT is a consultancy specialising in strategic communications.

We focus on services for the defence, space exploration and technology sectors. In addition to activities for business, we work for non-governmental organisations and public institutions. We implement challenging and important projects that provide security, improved quality of life and a better future.

Our work involves planning and implementing information campaigns that enable clients to achieve their goals. We have analytical and executive competence. We have knowledge and experience. And we are effective.

Thinking. Developing. Delivering. This is how we understand professionalism.

EXTERNAL COMMUNICATION, MEDIA AND ENVIRONMENT RELATIONS

Building and maintaining relationships with journalists, experts, think tanks, community organisations, consumer organisations and others in the client's or brand's environment. Supporting company and organisation communication in social media.

SUPPORTING BOARDS AND MIDDLE MANAGEMENT

Communicative support to boards of directors on company, product and investment development and business change and planning. Advice on maximising opportunities and minimising risks. Preparing executives to communicate changes and plans. Coaching and training.

MONITORING OF INFORMATION AND OPINIONS

Monitoring media, opinions and events. Analysing and preparing reports on publications and social media noise. Monitoring, analysing and providing reports on publications in real time. Alerts with tone evaluation and activity recommendations.



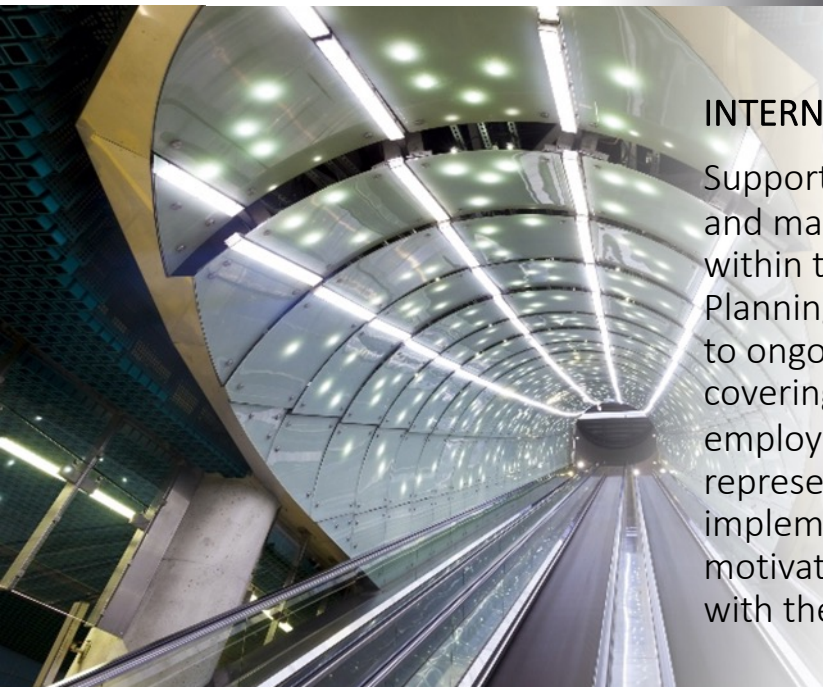


COMMUNICATION, IMAGE-MAKING AND CSR STRATEGIES

Creation of communication and image strategies and projects in the field of business social and environmental responsibility. Developing strategies for growth and change. Preparation of opportunities and threats analyses as well as the strong and weak points of a brand or project. Implementation and ongoing support.

COMMUNICATION AND IMAGE AUDITS

Comprehensive image, external and internal communication analyses. Mapping of media, likes/dislikes and spheres of influence. Analyses of company environments and client opinions. Findings from social media and industry publications. Analyses of visual identification, promotional materials and mission coherence with assumed objectives and implemented strategy. Presentation of conclusions and recommendations.



INTERNAL COMMUNICATIONS

Supporting boards of directors in building and maintaining internal communications within the company and organisation. Planning activities and responding to ongoing change. Communicating and covering changes. Informing and preparing employees and management level representatives for change. Planning and implementing activities that build motivation and employee identification with the organisation's mission.

MARKET ENVIRONMENT ANALYSIS

Preparing market, competition and information environment analysis for a product, service, brand or problem. Surveying stakeholders, including employees, suppliers, customers, journalists, influencers and experts. Analysing and predicting consumer trends. Our studies take into account the prevailing market, social, legal and political conditions.

CRISIS COMMUNICATION

Developing crisis exit plans, organising crisis teams, recommending actions to management boards, conducting internal and external communication. Preparation of support materials for employees, including Q&A lists and guidelines for action. Representing the client in relations with the media and other stakeholders. Analysis of experiences and working out responses for the future.

ONGOING ADVICE

Advising on communications support for company and brand development and responding to changing external circumstances. Monitoring the competition's public activity and the business environment with recommendations for action. Supporting the organisation's external and internal communications. Assisting in the development of attitude and other external materials. Advice on company or organisation representatives' public and media appearances.



Arek Protas
founder and director

An expert and practitioner with 25 years of experience in communicating public affairs, business development and security. His clients include major defence and energy companies, law firms, institutions and business and professional organisations.

In the 1990s, he prepared media analyses in the Parliament and dealt with cooperation with journalists. He left politics in 2000 after three years as advisor to the Minister of National Defence.

He subsequently served as a Business Centre Club spokesperson, head of a team of experts and vice-president. He was also the head of the public affairs department in the Profile PR agency and the director and co-owner of the Propublic agency. Between 2008 and 2010, he was vice-president of the Euro-Atlantic Association.

He manages major PRCT projects and specialises in defence and communication strategies.



Agnieszka Dzedzic
senior consultant

Professional advisor to CEOs and board members with 20 years of experience in major international technology companies.

She fulfilled duties at senior management positions in the communication departments of IBM, Prokom Software, Mint of Poland and Microsoft. In the latter, she was the head of communications and a board member of the Polish branch for 6 years.

She has recently specialized in strategic and communication consulting, crisis management and coaching. As an interim executive director, she restructured the Polish branch of Havas PR agency. She cooperates with clients from Poland and abroad. She uses her experience to support technology start-ups. She trains high-level managers.

At PRCT, she is responsible for technology projects and market environment analysis.



Iwona Przygoda
senior consultant

A specialist in external and internal communication and marketing with experience in many industries.

She organised international projects within the framework of EU and NATO promotion in Poland. She worked at the Ministry of Foreign Affairs, where she was responsible for organising meetings with heads of state and government from all over the world. Later, she implemented communication projects commissioned by the Ministry of National Defence, the National Security Bureau and the NATO Public Diplomacy Division.

For several years, she worked at Polish State Railways headquarters, where she was in charge of internal and external communication, brand building, employer branding and CSR. She has developed and implemented several large promotional and social campaigns using traditional and online communication channels.

She leads projects in the field of defence and space exploration.

The clients we have worked with:

Bell Textron

Bouygues Immobilier

Chadbourne & Parke

Euro-Atlantic Association

Fossil

IBM

Jaguar Land Rover

Kielce Trade Fair

Lockheed Martin

MEADS International

Microsoft

Ministry of Culture and
National Heritage

Ministry of Foreign
Affairs

Ministry of Nat. Defence

Mint of Poland

NATO Headquarters

Polish Film Institute (PIF)

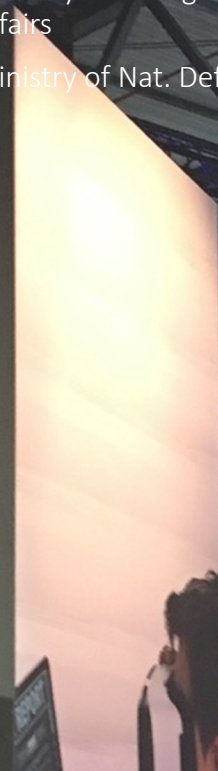
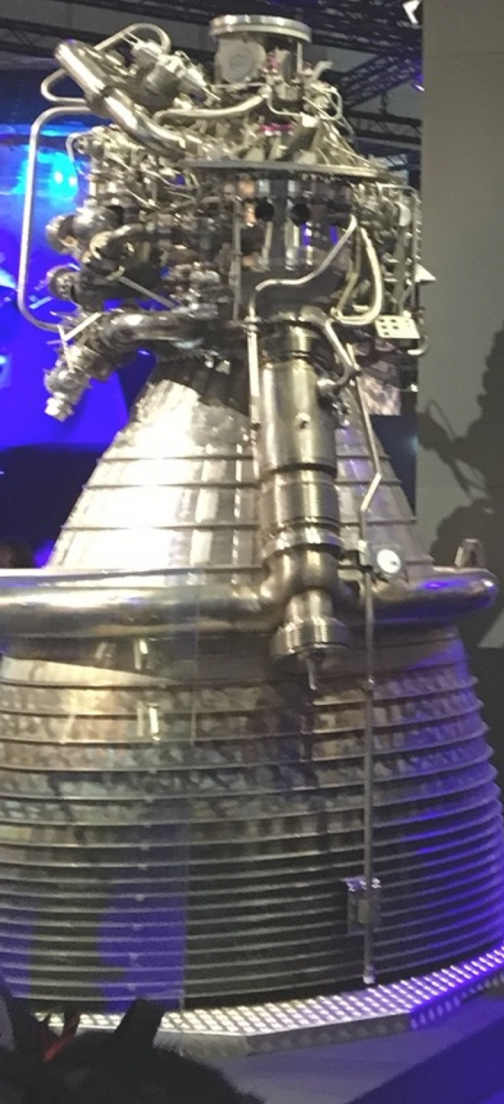
Polish Oil and Gas
Company (PGNiG)

Polish State Railways
(PKP)

Scorpio Studio

Tauron (energy)

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P R C T Strategic Communications

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