



PUBLIC RELATIONS

Vision Group®

STRATEGY

CONSULTANCY

RELATIONS

CORPORATE PR
PUBLIC AFFAIRS
CRISIS COMMUNICATION
LITIGATION PR
MARKETING CAMPAIGNS & EVENTS

HEALTHCARE
BUSINESS & FINANCE
ENERGY
TELECOM & IT
FMCG

CREDIBILITY AND TRUST

VISION GROUP is a full service public relations and public affairs agency. We provide comprehensive services in the areas of consultancy, strategy building, implementation of communication activities and public & governmental affairs.

Our company has been on the market for 15 years. So far, we have been trusted by more than 150 companies operating in Poland and internationally, for whom we have successfully completed more than 400 public relations and public affairs projects.

We provide support to our clients in employer branding activities, preparation and execution of marketing, corporate and crisis communication programmes as well as educational campaigns.

Sharing our best know-how and experience, we advise on how to establish effective and sustainable relations with the media, public administration and opinion leaders. We also organise special events such as international conferences and congresses.

Vision Group specializes in providing services for the following industries:

HEALTHCARE

BUSINESS & FINANCE

ENERGY

TELECOM & IT

FMCG

INTERNATIONAL OPERATIONS

VISION GROUP is a member of the **Dentons Global Advisors Network**, a prestigious international network affiliating over 220 high quality public affairs firms in more than 155 countries. The Network is an initiative created by DENTONS – the largest law company in the world.

Within the **Dentons Global Advisors Network**, VISION GROUP carries out public affairs projects, assisting our clients in building and maintaining lasting relationships with decision-makers and opinion leaders, both in Poland and internationally.



Vision Group is recognised for its activities in prestigious competitions for public relations and public affairs companies.

- We are a three-times finalist of the international **Gold Sabre Award** (2012, 2018, 2020).
- We are a six-time winner of the **Magellan Awards Competition** held by the League of American Communications Professionals.
- We have been awarded three nominations in the Polish competition for the best PR campaigns – **Gold Clippers**, organized by the Polish Public Relations Consultancies Association.

RANGE OF SERVICES:

CORPORATE COMMUNICATION

STRATEGIC CONSULTANCY

Development of comprehensive communication and image-creation strategies.
Planning and support of the implementation of complex marketing campaigns.

INTERNAL COMMUNICATION

Change management support.
Organisation of internal information policy.

CRISIS COMMUNICATION

Development of crisis communication strategies.
Management of external and internal communication during a crisis.

MEDIA CAMPAIGNS

Development of strategies of media promotion.
Implementation of PR, advertisement and sales promotion campaigns.
Strategic and creative support for product and service launches, IPOs, branding actions, ATL and BTL campaigns.

LITIGATION PR

Strategic consultancy.
Protection of defendant's reputation.
Media communication management.

PUBLIC AFFAIRS

BUILDING OF RELATIONS WITH PUBLIC ADMINISTRATION AND OPINION LEADERS

Key stakeholder mapping.

Development of relations with decision-makers in the national parliament and the European Parliament.

Cooperation with central and local government administration.

Communication with domestic and EU regulators.

Legislative monitoring.

COMMUNICATION WITH LOCAL COMMUNITIES

Mapping and engagement of local opinion leaders.

Development of relations with decision-makers at the local level.

Management of direct contacts with local communities.



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