

**DIB|M** partners in  
communications



## Donath Business & Media

Public Relations/Public Affairs

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*"DBM's approach to Public Relations is to create, modify, enhance, and protect the business environment of DBM clients through creating informed opinions in key audiences based on the creative presentation of truthful information.*

*The carefully balanced combination of knowledge of the local conditions, the innovative approach to communications, and the experience in work in international partnerships, enhance DBM's capabilities to effectively manage perceptions of key audiences. Adherence to stringent ethical standards, as well as the use of creative communications tools make DBM capable of optimally satisfying the communications needs of its clients."*

*Michal Donath*

## Basic Information

- Provides comprehensive public relations and public affairs services
- History:
  - Burson Marsteller CS established in 1991 as part of the international Burson-Marsteller agency network
  - 1998-2010 Donath-Burson-Marsteller is an independently-owned agency, part of the Burson-Marsteller network
  - 2011 DBM changes name to Donath Business & Media
- Current permanent staff: 15
- Operating in the Czech Republic and Slovakia
- Address: Spálená 29, 110 00 Prague, Czech Republic
- Czech business identification number: 25661035, EU tax identification number: CZ25661035
- Bank account: UniCredit Bank Czech Republic
- Bank account number: 1125512004/2700

## Our Merits

- Unique and creative solutions that meet the clients' expectations not only by realizing the clients' business objectives, but particularly by our strict adherence to the ethical principles of public relations
- Continuous search for opportunities beyond the agreed communications and business objectives
- Creative approaches to the clients' special needs in order to find unique and tailored communications solutions
- Team work based on the implementation of progressive communications disciplines
- Professional quality of services provided by a highly motivated team
- Courage and readiness to communicate on behalf of client in crisis
- Strong technological background
- 24/7 availability

## Awards

DBM has been contributing to the professional and ethical development of the PR field. It has been participating in Czech and international PR competitions since its establishment in 1991. Its activities are governed by the ethical principles of the Stockholm Charter of the International Communications Consultancy Organisation (ICCO).



DBM received the 2010 European Excellence Award for both of its nominations. The awarded projects were "Gut Tour 2010" for Onkomajak in the NGO category and "The TELCO World's First Independent Corporate Ombudsman" for Orange Slovakia in the telecommunications category. The European Excellence Award honors outstanding achievement in PR on an international scale.

## List of recent nominated and awarded projects:

- PR Daily's Media Relations Awards 2012: Honorable Mention
- Czech PR Awards 2011
  - Czech Eco-farming Support (BILLA) - 2nd place
  - The Gut Tour 2010 (Onkomaják) - 2nd place
- European Excellence Awards 2010
  - Two flies with one stroke... The TELCO World's First Independent Corporate Ombudsman (Orange SK)
- European Excellence Awards 2010
  - The Gut Tour 2010 - Colon and Rectal Cancer Information and Prevention Campaign (Onkomajak)
- Sabre Awards 2009
  - Two flies with one stroke... The TELCO world's first independent corporate ombudsman (Orange SK)
- Sabre Awards 2008 / European Excellence Awards 2009
- "The Adventures of Emil the Pigeon" - English educational project for children (The Bell School)
- Czech PR Awards 2008
- Ekolamp: Energy saving lamps don't belong in the garbage bin! (Ekolamp)
- European Excellence Awards 2008
- Slovak media environment survey (Slovak Press Watch)
- Czech PR Awards 2007
  - Misuse of over-the-counter drugs containing pseudoephedrine for illicit production of methamphetamine (Reckitt Benckiser, Zentiva, GlaxoSmithKline)

## Services

Here we want to express our heartfelt gratitude to our clients for the trust they have been placing in us. Since 1991, over one hundred major Czech, Slovak and international companies have been our clients. We have proven our PR expertise and experience in a number of industries and provided PR consulting on a number of topics. We believe that the length of our service agreements is proof of the positive effect of our activities on our clients' business.

- Media Relations
- Internet Relations
- Crisis Management
- Corporate Social Responsibility
- Public Affairs
- PR Strategy Consulting
- Brand Building
- PR Tools and Support
- Advertising
- PR Education

## Media Relations

There is no such thing as an information vacuum. When there is a lack of hard information, hearsay fills the gap. The ability to promptly communicate key messages to target audiences can improve perceptions of products and services, but only assuming the basic ethical principles of media relations are respected. It is only these principles which can provide a long term professional relationship with the media based on the quality of information. Building media relations is surely no secret veiled in magic.

Well managed media relations have a major positive impact on company reputation and should not be neglected under any circumstances. Strategy and tactics in media relations are always reflected in DBM-designed PR activities. Our media relations specialists have extensive experience in this field.

Apart from company spokespersons, it is also members of the board or other executives or employees who act as a company's spokesperson. Formulating and communicating key messages is a matter of drill, not talent, and it can be learnt. All communications programs are based on knowledge of media relations and public appearance principles. DBM provides such training and maintains an extensive list of prominent alumni of our training sessions.

- Identification of Key Media Contacts
- Media Monitoring and Analysis
- Media Trip
- Media Training
- Key Message Development
- Q&A Development
- Press Release Writing and Targeted Distribution
- Copywriting
- Press Conference
- Media Placement
- Spokesperson Service

## Internet Relations

The internet is an important medium for building relationships with all audiences for all companies, regardless of sector. The internet allows opinions to be received by the entire on-line population, but also opens up novel ways of establishing a dialogue with target audiences. The internet allows for personal communication and helps utilize creative tools for attracting the attention of target audiences. A company's reputation may only improve when the company website provides information relevant for the professional and general public and the company's business associates.

A mere internet presence is not enough today. Beyond traditional communications via the "bricks and mortar" mass media, the Internet provides innovative communications opportunities that we recommend to use if appropriate.

DBM helps clients create effective internet communications strategies, and together with experienced subcontractors provides a variety of internet related services ranging from internet surveys to web video broadcasts and contextual advertising.

- CzechSpyder and eMedia Checker: DBM proprietary tools for internet monitoring
- Website Development and Consulting
- Social Media work
- Consulting on Blogs, Social Networks, and Specific Applications
- Internet Survey
- Internet Broadcast
- Internet Chat
- Intranet
- Direct Communication with Target Groups through Videomail and VIPmail



## Crisis Management

A communications crisis is a situation where the reputation of a company is at stake. No crisis situation though is foreseeable in advance but risks, including communications risks are.

Successful crisis management by DBM standards is based on creative processing of available information, on a timely and responsible reaction and on creative communications solutions.

No smaller thing is at stake than the company's good name and reputation - its most precious assets. A communications crisis without a prompt resolution may lead to the undermining of customers' and employees' trust and a direct loss of financial and business opportunities.

Crisis Management employs a wide range of public relations tools. DBM has extensive experience in dealing successfully with various crisis situations on Czech and Slovak markets. Seeking counsel in crisis management demonstrates a responsible approach to preventing and minimizing the potential negative impact of any crisis situation.

We are ready to assist you in dealing with crisis situations 24 hours a day, 7 days a week.

- Crisis Communication Management
- Crisis Communications Training
- Crisis Simulation
- Crisis Communications Manual
- Phone and Web Hotline Service

## Corporate Social Responsibility

With any company's success, responsibility arises towards its environs, the society in which it operates. Responsibility, which the company itself perceives and which is also expected and sometimes loudly demanded by its fellow citizens. Responsibility, which ultimately becomes a key factor for a truly sustainable prosperity of the company.

Companies often invest significant funds into their corporate responsibility (CSR) projects, but are rarely able to measure their impact. Without a clear strategy and carefully designed processes, the spending on "charity projects" often becomes money sent down the drain. In fact, the company can end up with accusations of corruption in the media, instead of public praise.

DBM has experience with professionalizing each phase of the company's CSR: starting from baseline analysis, through strategy and capacity building, to setting transparent processes for project selection and evaluation.

- CSR Strategy Preparation
- CSR Project Management and Communication
- CSR Project Evaluation

## Public Affairs

Decisions made by public administration have enormous impact on the business environment. Every day, political leaders, lawmakers and the civil service make decisions that may significantly influence a company's prosperity. DBM's experts build informed opinions on behalf of our clients at all government levels, reaching cabinet members, parliamentary deputies and senators, as well as regional and local administrations.

DBM provided services in this field as early as 1995, when it successfully lobbied on behalf of Czech small and medium-sized breweries' interests in protecting their tax breaks. That effort helped save the diversity of the Czech beer market and was awarded an IPRA certificate of recognition in 1995. In 2008, DBM received another award for a PA project, Czech PR Award for "Pseudoephedrine Drug Abuse versus Right to Self-Treatment", which it prepared for Reckitt Benckiser, Zentiva and GlaxoSmithKline.

DBM's Public Affairs activities include:

- Building Relationships with Public Administration, Local Government and NGOs
- Legislative Monitoring with the Czech Republic and the EU
- Support to Trade and Diplomatic Missions
- Support to Investment Projects
- CSR Recommendations

## Strategic PR Consulting

Strategic consulting in public relations as understood by DBM focuses on the ability to identify and exploit communication opportunities. Utilizing the identified communications opportunities helps our clients forge existing and build new relationships with their customers and/or suppliers. DBM provides strategic PR consulting to board members, executives, marketing departments, internal communication departments, human resources and risk management departments.

Among strategic consulting services, DBM provides:

- Internal Communications
- PR Effectiveness Evaluation
- Identifying Communications Opportunities
- Identifying Sponsorship Opportunities
- Investor and Shareholder Relations, Annual Reports
- Business-to-Business (B2B) Communications

## Brand and Reputation Consulting

Brands cast a magic spell on customers. The brand is one of the main attributes when a customer is deciding whether to buy a product or not. A well-established brand does not require discounts or “special offers” to sell. A strong brand is perceived by a customer as undiscounted quality. Brand building is a long-term process which should lead to changes in customers’ perceptions and expectations, and, in the end, to a desired change in customer behavior. Brands apply to fast moving consumer goods (FMCG), as well as business-to-business (B2B) products and services alike.

DBM provides its clients with creative solutions that help effectively communicate key messages to key audiences, while positively affecting clients’ business results.

DBM offers services in these areas:

- Product PR
- Corporate PR
- Product/Brand Market Launch
- Rebranding
- Relaunch
- Product Recall

## PR Tools and Support

Production companies usually propose to clients ways of delivering what is demanded from them. DBM, however, provides services at an earlier stage of planning and helps clients search for the most effective ways to communicate key messages. Such an approach brings effective results at lower costs.

DBM's services provided in this area cover event management, internet surveys, internet portal design, brochures, leaflets, newsletters and invitation design. In all our activities we seek to produce materials and events which the participants do not forget after the curtain comes down. DBM provides clients with top-class services especially, including innovative hi-tech services. In 1999 for example, DBM prepared and managed the first ever live internet TV broadcast from the CNTS building.

DBM puts emphasis on the most important element of production management, which is building an interactive relationship between a client and its key audience. In our understanding, public relations is built on a dialogue with target audiences and the communications tools applied should respect this.

DBM's services in the area of PR support:

- Brochures
- CD-ROM/DVD
- Newsletters
- Mass Mailing
- Information Line
- Information Materials
- Leaflets
- P.O. Box
- Invitations
- Event Management

## Advertising

There can be situations in Public Relations when one cannot rely on the media's interest to deliver important information, e.g. a hotline number or a product recall announcement. In such cases, placing an eye catching and creative ad can help significantly. DBM has extensive experience with communications via advertising.

We provide our clients with counsel regarding advertisements in crisis management, improving company reputation, brand building and business to business relations, as well as litigation support.

DBM provides services in these areas:

- Advertisement and Advertorial Copywriting
- Media Placement
- Graphic Solutions to Ads and Advertorials

## PR Education

DBM offers its customers training in the area of public relations, whose role is to support the development of PR skills among client's professionals and the implementation of PR programs without direct agency support. Our trainers lecture for the "London School of Public Relations" – the educational program organized by the Czech Association of PR Agencies and for the PR Academy at the University of Economics in Prague (VŠE).

Training programs are designed flexibly to meet the varying needs and demands of board members, executives and professionals from the marketing and communication departments. It includes case studies and provides ample time for practical exercises.

Frequently required seminar topics:

- Introduction to PR in the Czech Republic
- Crisis Communications
- Media Relations
- Media Training
- Corporate Reputation and Identity
- Product PR – a viable alternative to advertisement
- Event Management
- Communications Skills Development
- Optimizing Communications
- Support Staff PR Training
- Internet Relations



## DBM key clients in the Czech Republic and Slovakia (2010 - present)

- ArcelorMittal Ostrava
- Asociace realitních kanceláří ČR (Association of Real Estate Agencies)
- Bel Sýry Česko
- Billa
- Czech CFA Society
- České lupkové závody / Ekologie
- ČSOB
- Ekolamp
- Karlovarské minerální vody
- Fujitsu
- Lufthansa
- Mediaservis
- Nadace pro transplantace kostní dřeně (Bone Marrow Transplant Foundation)
- OVB Allfinanz
- Orange SK
- Prager Literaturhaus
- Reed Exhibitions
- Reckitt Benckiser
- Roche
- Shell
- UPS

## Key Client Relationship Portfolio

### Banking and Finance:

- Advent International
- Czech CFA Society
- ČSOB
- Expandia Banka
- HSBC
- GE Capital Bank
- Genesis Capital
- Pioneer Investments
- OVB Allfinanz
- Raiffeisen Investment
- Winterthur penzijní fond

### Pharmaceuticals and Healthcare:

- Bristol-Myers Squibb
- IKEM
- Iscare I.V.F.
- Johnson&Johnson / Janssen Cilag
- Pfizer
- Reckitt Benckiser
- Roche

### Foods and Beverages, FMG:

- Balírny Douwe Egberts
- BEL Sýry Česko
- Karlovarské minerální vody
- Nutricia
- McDonald's ČR
- UNILEVER

### Public Sector:

- Magistrát hl. m. Prahy
- Ministerstvo školství, mládeže a tělovýchovy ČR
- Pittsburgh
- Úřad vlády ČR
- Turecké velvyslanectví a Svaz automobilového průmyslu

### IT and Telecommunications:

- Czech On Line
- 3 COM
- Fujitsu Siemens Computers / Fujitsu
- GTS Czech
- Lucent Technologies / Avaya Czech Republic

### Fairs & Exhibitions:

- Incheba
- Reed Exhibitions

### Property Development:

- Asociace realitních kancelářů
- Orco
- Housing & Construction
- Skanska

### Utility Sector:

- Ekolamp
- IOC (Conoco, Shell, Agip)
- Shell

### Transport and Courier Services:

- United Parcel Service Czech Republic
- Lufthansa

### Publishers and Media:

- CME / ČNTS
- Euromedia Group
- Mediacop
- Mediaservis
- Mladá fronta

### Philanthropy and Charity:

- NESsT
- Nadace pro transplantace kostní dřeně
- Pražský literární dům

### Retail:

- Plus Discount
- BILLA

### Professional Services:

- Accenture
- Czech Invent
- Deloitte&Touche
- KPMG
- The Bell School

### Manufacturing and Extraction:

- ArcelorMittal Ostrava
- Boeing Aerospace Limited
- České lupkové závody / Ekologie
- TVX Bohemia Důlní
- Rockwool



## Michal Donath

Managing Director

**Michal Donath** is DBM's Managing Director. He started working in PR in the capacity of General Manager of the Burson-Marsteller Prague office in 1991. In mid-1998, he acquired BM's Czech and Slovak operations and created Donath-Burson-Marsteller. As of January 2011 the name of the agency was changed to Donath Business & Media.

During his career in PR, Michal Donath established himself as a renowned crisis communications consultant. He was instrumental in founding the Czech Association of PR Agencies (APRA). He is a long time lecturer of the London School of Public Relations.

In the past, Michal held a wide range of managerial positions spanning from planning, international and domestic trade, agriculture to transport and healthcare. Having worked for a number of years as a stringer for TIME Magazine and UPI in Prague, Michal enjoys excellent relations with foreign and local media and Czech politicians. Thanks to his language skills in English and German, he worked as translator for key figures of the Czech and Slovak public life including Václav Havel, former president of the Czech Republic.

Michal graduated from the University of Economics, Prague in 1973 with a degree in foreign trade. He also completed a one-year scholarship program at the Institute of Journalistic Sciences of the University of Vienna, Austria.

He is fluent in German and English.



**Gabriela Adámková**  
Consumer Relations Consultant

**Gabriela Adámková** has worked for DBM since January 2012 as a Consumer Relations Consultant.

She specializes in organizing events of various types, with which she has a lot of experiences from her previous job.

In 2006 – 2012 she worked in travel agency called Prague Inspiration as a managing director. For many years she prepared private programs for foreign delegations and political representatives in cooperation with protocol department of the Senate of the Parliament of the Czech Republic. She managed various individual and group programs for foreign tourists and visitors of Prague and the Czech Republic.

She graduated from College of Social Work.

She speaks English.



## Gabriela Bechynská

Freelance Media Expert

**Gabriela Bechynská** worked for DBM since March 2000; currently works with DBM as a freelance media expert. She organizes media training sessions and she also helped to manage accounts for clients operating in the financial sector.

Having experience in television news, radio stations, and newspapers, her career covers the entire media sector. From 1995 to 1999 she worked as a domestic news editor in Nova TV's news department, where she also produced and edited the morning news bulletin for a year. After having left Nova, she worked as a reporter and newscaster in Radio Blanik's news department and concurrently worked as a reporter for Metropolitni Expres on Galaxie TV, where she prepared news for Prague residents. For over two years she worked as freelancer for the daily newspaper Právo, where she wrote mostly for the paper's cultural pages.

She obtained her master's degree from the Faculty of Natural Sciences at Charles University in 2000. Her major was the the Integral Study of Man – Anthropology.

In 2000, she was received a Diploma in Public Relations from the London School of Public Relations, a certified course organized by the Czech Association of PR Agencies.

Gabriela speaks English and German.



## Tomáš Jelínek

Executive Director / Public Affairs Director

**Tomáš Jelínek** has been working as a Senior Public Affairs Consultant with DBM since September 2005.

Prior to this, he was employed by the state administration and non-profit sector. He served in the Office of the President from 1996 to 2001, where he was mainly responsible for President Vaclav Havel's economic agenda. In this capacity he helped organize, for example, a meeting of WBG/IMF representatives and non-governmental organizations at Prague Castle in 2000. Tomáš was involved with Nazi victims' compensation issues when he represented the Czech Republic at the International Commission for Holocaust Era Insurance Claims headed by Lawrence Egelburger. Further, Tomáš was part of an expert negotiating team on forced and slave labor compensation. He worked as an advisor to Minister Karel Dyba at the Ministry of Economy in 1995-1996.

Tomáš has been involved in the non-profit sector since 1998.

Currently, he is serving as Chairman of the Board of the Institute for Social and Economic Analysis.

He graduated from the Civil Engineering Faculty at the Czech Technical University in Prague. Later he studied on postgraduate courses in theoretical economics at the Center for Economic Research and Graduate Education at Charles University, which he completed by passing field and general exams by 1995. In 1999 he was granted a stipendium by the Pew Economic Freedom Fellows Program, which was organized by the School of Foreign Service at Georgetown University in the USA. He completed internships in France and the USA (World Bank and Labor Department).

He is fluent in English.



## Iveta Kohoutová

**Project Implementation Consultant**

**Iveta Kohoutová** has been working at DBM since November 2006. She holds the position of Project Implementation Consultant. She works on accounts for clients operating in services. In addition, she devotes some of her time to 'pro bono' projects.

Before joining DBM Iveta was engaged in charity work in Africa and charity promotion in Europe. She was also involved in approaching and recruiting new volunteers. For a period of three years she was in charge of Total Community Mobilization in Botswana. The program was focused mainly on the prevention of HIV infection and living with AIDS. After her return to Europe she worked for Czech office of a British company, Parnhams, where she was responsible for organising marketing activities and translations.

Iveta finished her secondary education in 1987 and in 2006 she received a Diploma in Public Relations from the London School of Public Relations, a certified course organized by the Czech Association of PR Agencies.

She is fluent in English.



**Simona Kopová**  
Media Relations Director

**Simona Kopová** has worked for DBM since March 1997. She currently works as Key Account Director and provides consulting chiefly in the areas of healthcare, services, and finance.

Prior to joining the agency, she spent two years working in the training department of the French pharmaceutical company Servier.

She has a master's degree in media studies at the Faculty of Social Sciences of the Charles University in Prague. She is a graduate of the Ostrava University School of Arts and Sciences, where she attained a bachelor's degree in English. In 1999, she completed the Burson-Marsteller University program in Norwalk, Connecticut.

In June 2000, she received a Diploma in Public Relations from the London School of Public Relations, a certified course organized by the Czech Association of PR Agencies.

She speaks English, partly Russian.





**Karla Krejčí**  
Business Development Director

**Karla Krejčí** joined DBM in 1996. In her role of Business Development Director, she has responsibility for new business development and supporting the growth of accounts. Karla also provides consulting services to clients in the public health, transport and financial services sectors.

Prior to taking on this role, Karla worked as a journalist in “Czech & Slovak Investment News”, an English language fortnightly reporting on the issues concerning business, economy, politics, and law in the Czech Republic and Slovakia. In 1993, she also helped to develop the economy, business and finance reports broadcast on Český rozhlas – Praha, the Czech public-service national radio.

Karla is a graduate of the Faculty of International Relations where she majored in Economic Journalism at the University of Economics, Prague (1995) and the Institute of Mass Communication and Journalism at the Faculty of Social Sciences, Charles University in Prague (1998). She broadened her knowledge in communications studies in a number of specialized programs for example the Burson-Marsteller University in the USA and Perception Management studies in London.

She is fluent in English, with a good command of French.



## Jan Laštovička

Director Creative Communications

**Jan Laštovička** has worked for DBM since October 2005. He currently holds the position of Director Creative Communications.

He obtained his master's degree from the Teaching Faculty of Teaching at Charles' University in Prague in 2004. During his studies he spent six months at Seminariet for Formgivning in Nykøbing, Denmark, where he studied graphic design.

Prior to joining the agency he worked in the design department of Porcela Plus a.s. His designs are also being used by Karlovarský porcelán a.s.

In September 2006, he was awarded a Diploma in Public Relations by the London School of Public Relations, a certified course organized by the Czech Association of PR Agencies.

Jan is fluent in English.



**Jana Morávková**  
Consumer Relations Consultant

**Jana Morávková** started working for DBM in September 2013 as Consumer Relations Consultant.

Before joining DBM Jana worked as secretarial assistant at Crest Communications PR agency. She was responsible for running the backoffice, helped organize client events and dealt with media relations too.

She took a three month internship as reporter in the CT24 news TV where she learned the ins and outs of effective information workflow including consequent verification.

Jana is currently enrolled in the Media studies program at Charles University Prague.

She speaks conversational English and German.



**Josef Průša**  
Chief Information Officer

**Josef Průša** has worked for DBM since June 1996 as Chief Information Officer.

Prior to joining DBM, Josef worked for computer periodicals as a lab technician and reviewer. He has published articles in PC Magazine Czech Edition, and in Computer World and PC World magazines published by IDG Czechoslovakia. He has also worked for FCC Folprecht as a software and network specialist.

He is a graduate from the Czech Technical University - the Electrotechnical Faculty.

He is fluent in English and conversational German and Russian, currently is learning French.



## Lenka Štěpanyová

Public Relations Consultant

**Lenka Štěpanyová** joined DBM in September 2007 as a Public Relations Consultant.

She holds a master's degree in English and Spanish Philology, Psychology and Education from the Faculty of Education at the University of South Bohemia. Lenka also spent one academic year at the University of Alcalá de Henares in Spain studying Spanish Philology at the Faculty of Philosophy. After being awarded a scholarship by the Spanish State Department, she took a Course in Spanish and Cultural Studies at the Autonomous University of Madrid.

Prior to joining DBM she was employed by the state administration. At the Prague 7 City District she was partly responsible for the supporting methodically the professional development of teachers, and mainly for fundraising and related data processing. Her focus were national grants and projects under the auspices of the European Economic Area (EEA) or Norwegian Financial Mechanisms to improve the level of Prague 7 kindergartens and elementary schools. In addition to her teaching jobs at high and private language schools, Lenka also has marketing experience from working in call centers for Volvo and Ford as an employee of the G.P.S. and Wunderman Cato Johnson in Prague.

In February 2006 Lenka received a Diploma in Public Relations from the London School of Public Relations, a certified course organized by the Czech Association of PR Agencies.

She is fluent in Spanish and English.

## 24/7 Stand-by

Emergency contact information for the Czech Republic and Slovakia:

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