



## Ute Koenighofer, Phd.

Communication Consulting  
Financial Communications

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Independent Communication Consultant  
Member of the Board of the Austrian Public Relations Association  
Lectureship at campus02 / Department of „International Marketing & Sales“  
Lectureship at FH Wien / Department of „Communication Management“

## **Education & Experiences**

- Academic Studies in Business (Main Focus on Controlling & Communication)
- Marketing Strategy & Business Development at T-Mobile Austria
- Head of PR and Financial Communications at CEE Immo AG
- Head of PR and Financial Communications at conwert Immobilien Invest SE

## **Business lincenses since May 2008**

- Marketing Communications & Avertising
- Consultancy including Corporate Strategy



# Core Consulting Activities



# Consulting Activities



I guide and support you with all the challenges facing a company in the field of communication. Whether you work in the financial markets, rethink your communication strategy or newly set up to improve your marketing job or your internal communication. I'll do as an external expert or outsourced communications department with all the necessary work in a competent, fast, reliable and solution oriented way - alone or with a team of specialists in my network.

## **My areas of expertise within the communications consultancy are:**

- Financial Communications
- Strategic communications consulting and marketing planning
- Corporate identity and general PR

## **Here I have focused inter alia on the following sectors:**

- Companies listed on the Stock Exchange
- Private equity companies and funds
- Real estate companies
- Notaries, lawyers and tax consultants



# Financial Communications incl. Compulsory and Periodical Reporting



Ute Koenighofer communications consultancy focused mainly on the strategic communications consultancy in the area of the capital market. I offer publicly traded companies to outsource all communications agendas in the Investor Relations section to me or manage together with me the complete communications work. I support you at all communication agendas related to transactions on the capital market and the organisation of general meetings. My services in financial communications including regular publicity are:

- **Project management and wording of annual reports, quarterly reports, fact sheets, etc.**
- **Creating ad hoc reports and press releases**
- **Compilation and revision of company presentations**
- **Organization of Meetings**
- **Preparation of Roadshows**
- **Support for One-on-Ones**
- **Planning and implementation of all communication activities related to capital market transactions (on or off the Stock Exchange)**
- **Organization of Business Lunches and Investors Calls**
- **Coordinating live Webcasts of Press Conferences on the Internet**
- **etc.**



# Strategic Corporate Communication & Marketing Planning



Before a company sets an individual communication measure the strategic goals should be clear. I will accompany you in all communication processes, advise you on the definition of objectives, create together with you your annual communication plans and support you in the process of setting and achieving individual milestones.

**What is your company doing in detail?**

**Which target group do you want to achieve?**

**Do you communicate what you want?**

**Through what channels do you want to communicate?**

**How can you optimally distribute your communication budget?**



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Public Relations is strategically planned communication management and covers all areas of organisational and corporate communication. Through the continuous development of awareness and the tools of reputation PR a lasting contribution to the achievement of the organisation goals is associated with the corporate identity.

Only if you clearly communicate to the outside, the market and your target audience will be aware of you.

**A consistent line of communication is necessary for it.  
Let's talk about how I can support you and  
your company best.**



# Industry Focus



# Communication for Real Estate Companies



Based on my years of work in the real estate sector I already successfully completed consulting projects in this industry. So I see myself as an expert in this field.

Both, listed and unlisted companies, I offer my consulting services here in all their communications agendas. The real estate industry has its own rules and its own form of communication.

**I'm happy to advise you in how you can improve your communication as a player in this industry. Especially in the area of financial communication including a sound business training PR-oriented analysis of balance sheet figures.**



# Communication for lawyers, tax advisors & notaries



Notaries, lawyers and tax advisers are subject to very strict rules of communication and may use their own limited services to communicate through the media. The ethical rules are tight and the market is very competitive - despite the emphasis on competence. Raise your value, your expertise and the uniqueness of your consulting services produced. How do you, despite professional guidelines, communicate your accomplishments and what communication activities are most effective for your firm? I work together with you on this aspects.

## **Excerpt from possible communication actions:**

- Flawless designed website (content & graphic)
- Company Brochure
- Customer loyalty through direct marketing
- Press Release
- Interviews
- Current categories in trade media
- Fireside Chats
- Participate in panel discussions
- etc.



# Presentations



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For several years I worked as an external lecturer at different colleges and have already held numerous lectures on „Communication Policy“, „Customer Retention“, „Public Relations“ and „Financial Communications“.

**I offer this service to organisers of professional events.**

**I also can support and help you to prepare your own presentation in the aspects of your corporate communications and corporate identity.**



# Some References

The logo for UK.com, featuring the letters 'UK' in a bold, blue, sans-serif font, followed by 'com' in a smaller, grey, sans-serif font. A blue curved line underlines the 'com' portion, resembling a smile.

# References - Abstract





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