



Press Release

An Evening of European Politics

International MC Network Summit with Former Foreign Minister and Vice Chancellor Hans-Dietrich Genscher as Guest of Honour in Berlin

Berlin, 11 February 2010. On February 10–11, MEDIA CONSULTA's managing directors and key account directors from all 56 network agencies as well as guests from the fields of business and politics came together to talk about future trends and strategies of the MC network. A European Evening with Former Foreign Minister and Vice Chancellor Hans-Dietrich Genscher crowned the gathering.

By means of the network meeting, MEDIA CONSULTA (MC) offers an opportunity for its clients from globally active companies and institutions to meet up annually with the managing directors and key account directors of all MC network agencies. They discussed international campaigns and how they are to be adapted on the national level. The two-day agency summit in Berlin served as a venue for discussions on impact, working practices and strategies for pan-European and international informational campaigns in all MC network countries, and how to harmonise them with one another. The meeting's agenda included topics like future development of the network, continued expansion abroad, MC's pan-European employee qualifications programme MC Academy and the significance of corporate responsibility for the network.

The schedule for February 10 also included an invitation by MC's CEO Harald Zulauf for agency heads and clients from business, politics and the media to join him for a European Evening in the Museum for Communication in Berlin. A round table discussion on "Where is Europe headed? The international role of the EU 20 years after the fall of the Iron Curtain" with Genscher and Dr Günther Nonnenmacher, the co-publisher of the Frankfurter Allgemeine Zeitung, capped off the evening's events.

Worldwide, MC is the biggest German agency network with 56 network agencies and branch offices in all 27 EU member states and all key



business centres throughout the world. With that, MC ranks number 12 of the top 50 international agency companies (Source: Advertising Age „World’s Top 50 Agency Companies“, April 2009).

Footage:

Picture 1: MC’s CEO Harald Zulauf welcomes Former Foreign Minister and Vice Chancellor Hans-Dietrich Genscher at the European Evening.

Picture 2: Günther Nonnenmacher, co-publisher of the Frankfurter Allgemeine Zeitung, discussing with Hans-Dietrich Genscher.

Picture 3: Festive gala event for the guests from politics and business in the Museum for Communication.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, the MC network is the only German network to maintain its own subsidiaries and partner agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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