

# Media training, public relations, crisis management, lobbying...

## on the borders of communication

In addition to its principal daily activities, outlined in this brochure, Noir sur Blanc also offers a wide range of services for specialist areas of communication, including media training, public relations, crisis management and lobbying.

Dealing with the media and knowing how to talk to journalists is not always simple. Every conversation carries a certain risk factor and the secret of effective communication lies in the preparation. Noir sur Blanc's experience and expertise means it is perfectly placed to offer a range of media training services designed to help its clients master communication with the media.

The Agency can also organize many different types of events including conferences, debates and seminars. We take complete responsibility for the entire event: selecting the venue, managing all sub-contracts, invitations, budget, and associated press relations.

As the unexpected is always to be expected, the Agency can also help clients manage "short or long-term crises". We can help managers to establish procedures for crisis management or directly handle the crisis. The Agency is also equipped with the experience of its Director, Brigitte Fournier, author of a reference book on crisis management.

Slowly but surely, Noir sur Blanc has been infiltrating many different networks over the past fifteen years, working its way into the sphere of political and economic decision-makers. We have been able to use these contacts repeatedly to lobby on behalf of our clients.