

Networks, Networking and more networking...

All the technology in the world can never replace the ability to go beyond anonymous relationships and engage in more personal and human contact.

Experience, and having taken the time to get to know and understand our contacts, adds an enormous amount of value to the Agency, the quality of its work and its ability to succeed.

Over the last fifteen years, Noir sur Blanc has developed networks that today make it an indispensable partner for many French and international media organizations, including newspapers, magazines, television and radio stations. From the *Financial Times* to *Le Monde*, from Radio France to the BBC, and *El Pais* to the *Corriere della Sera*, the Agency has developed links with top journalists from these well-known news outlets. The mutual confidence and trust between the media and Noir sur Blanc is based on the reliability of the information that we have provided over the years. This, however, does not mean that the Agency cannot or will not work with a partner to create a one-off media "splash".

Over the years, the Agency has met with key decision-makers and high-level executives in the media, and the economic and political arenas. These networks enable Noir sur Blanc to monitor and to be particularly well informed about all of the sectors we work in.

1994/95: *Noir sur Blanc* launches its first web site.