

# EUROWORKS

## EXECUTIVE – PR & CAMPAIGN MANAGEMENT

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Media visibility and recognition with  
investors and key decision-makers –  
positioning you for executive roles, interim  
and consulting work, and supervisory or  
advisory board mandates ...

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**“Be visible before the opportunity arises.”**

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### **EXECUTIVE PR & CAMPAIGN MANAGEMENT**

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#### **Agenda ...**

- I. Reality Check**

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- II. Objectives and Benefits**

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- III. Key to Success**

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- IV. Strategic Target Areas**

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- V. Implementation & Next Step**

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## I. REALITY CHECK

**The higher the level you are aiming for, the less you can rely on qualifications, experience and conventional routes alone. What matters is that investors and decision-makers know your potential – before specific needs emerge. Visibility, perception and early positioning are strategic success factors.**

Advertised vacancies, headhunter approaches and your own network open up only part of the real options. For top positions, board mandates and interim or consulting roles, what counts is being on the mental shortlist of the right people – ideally before the need even arises.

PR does not mean a public job search. Controlled visibility builds targeted awareness of you, your expertise and potential among defined decision-makers and multipliers – positioning you for top roles regardless of contract type.

## II. OBJECTIVES AND BENEFITS

**EUROWORKS Executive PR & Campaign Management builds your visibility, perception and positioning where concrete opportunities arise. What matters is relevant reach and management attention among the decision-makers who matter to you – not maximum reach.**

The campaign is tailored to your goals, markets and target groups: investors, private equity, family offices, owners, supervisory and advisory boards, C-level managers, media, event organisers and relevant expert audiences. EUROWORKS links your expertise with relevant formats and media.

3–5 executive topics generate multimedia value content for articles, interviews, keynotes, round tables, social media, video or book projects. Used continuously, the campaign also builds long-term career resilience for top managers in volatile and fast-changing market environments.

Combined with a EUROWORKS Professional Career Hunting Programme, this creates a two-pronged approach: PR & Campaign Management works indirectly, the programme's direct outreach directly. This increases the likelihood of achieving even your most ambitious career goals.



## III. KEY TO SUCCESS

- Audience mapping of decision-makers and multipliers
- Executive narrative and clear personal positioning
- 3–5 executive topics as the core of the campaign
- Value content for keynotes, articles, interviews, podcasts & video
- Selection of relevant events, media and business platforms
- Proactive outreach to event organisers, media and multipliers
- Controlled visibility instead of a visible public job search
- Campaign calendar, tracking and consistent follow-up
- Ongoing evaluation of response, contacts and new opportunities
- Viral and cascading effects increase media response and interest among your target group and other event organisers
- Visibility and perception create differentiation – especially in markets with a strong oversupply of top executives

## IV. STRATEGIC TARGET AREAS

- Management attention for your next executive position
- Assignments as an interim executive or consultant
- Supervisory and advisory board mandates
- Active investor or shareholder role
- Keynote speaker and subject-matter expert
- Expert articles, interviews and journalistic formats
- Preparation and marketing of a book project
- Your own expert channel on relevant social media platforms
- Visibility among investors and financiers for equity stakes

## V. IMPLEMENTATION & NEXT STEP

- Define strategy, goals, target countries and target groups
- Sharpen positioning and executive narrative
- Scale the campaign flexibly over time and across markets
- Develop executive topics and value content
- Research relevant media, events and contacts
- Set an individual campaign calendar and priorities
- Proactively activate and follow up PR measures
- Monitor response and opportunities, adjusting continuously
- Campaign review for ongoing prioritisation and adjustment
- Regularly assess the quality of the response and adjust the PR strategy and activities as needed
- Individual campaign proposal after a confidential initial meeting
- Optionally, a EUROWORKS Professional Career Hunting Programme

We look forward to discussing your strategy with you  
in a confidential conversation.

**The EUROWORKS Team ...**

**Your Specialists in Positioning and Placement**

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