

International Stakeholder Dialogue

Respecting and transcending boundaries

From “think global act local” to “be local and act global”

In today's world, no company or NGO can afford to act exclusively on the national level. The interdependence between resources, goods and services has constantly increased and they are more and more internationally accessible. At the beginning of 2016 global commodity flows in digital goods overtook flows of real goods (as reported by Mck).

This development challenges traditional approaches towards communication, marketing, and international cooperation. As experts in the field of intercultural communication, navos – Public Dialogue Consultants continuously strives to ensure a strong dialogue adapted to differing local conditions. Besides applying a range of special instruments for communication beyond borders, our recipe for success consists of local relationships based on a spirit of trust and our employees' lasting commitment to cultural understanding.

Examples of international projects

Planning from an international perspective

A research-based company plans a market launch on various international markets. Communication experts from these particular countries meet on-site for workshops and training events in early planning stages so that potential barriers for a market entry could be discussed. In cooperation with our local partners we can also offer scenario and media training with journalists in their native tongue in Germany.

Press trips

Energy and technology enterprises wish to give leading media

exclusive access to their stories and development. With the support of our local partners, we develop relevant research opportunities on-site, organize an exchange with important local opinion makers and thus create opportunities for sophisticated and discerning material.

Change and integration

During discussions with an international competitor, a medium-sized, specialized enterprise seeking to expand has come to the conclusion that a merger would improve its market position. Hence, for our partners in the UK and France, the first task is to develop a win-win story together with the client. Our communicative activities at various levels aim to convince and motivate the employees to also continue developing the most innovative products in the new company.

Harnessing synergies

With our partners in the DACH and BENELUX countries, we make use of the regular exchange with various clients to adapt the best ideas and build on our positive experiences. This way we can achieve content-related and financial synergies in communication.

Global lead agency

We develop the global communication strategy for an internationally active commodities company and coordinate, together with our partner agencies, its adaptation and implementation according to local parameters. After all, each country is different and these local characteristics must be duly considered. What is important to us is that we control and regularly evaluate the flow of information in both directions proficiently together with our clients.



Accessing the Middle East

To prepare and support a market launch for one of our clients the first step is to lay the foundations for communication in cooperation with our local partners: media monitoring, stakeholder mapping and initial market exploration. The second step involves building the infrastructure, recruiting personnel and strengthening the local presence. This approach provides solid foundations for sustainable communication on an equal footing with our partners.

Success in worldwide dialogue

We can offer customized solutions thanks to our careful selection of individual partners. We are a founding member of the GCA (Global Communications Alliance, www.globalcommsalliance.com) – a network of independent, owner-operated corporate communications and public affairs agencies – amongst others.

ARGENTINA D I E Z infomedia <small>consulting</small>	AUSTRALIA WILKINSON BUTLER	 Global Communications Alliance			
BELGIUM 	BRAZIL 				
CHINA, INDIA, SINGAPORE, USA ruder+finn	DENMARK smart pr ROSSEN				
DUBAI / UAE, OMAN 	EUROPE (BXL) 	FRANCE 	HONG KONG 	INDIA, NEPAL & SRI LANKA 	IRAN
CANADA 	KENYA 	NETHERLANDS 	NETHERLANDS 	NORWAY NOR PR	AUSTRIA
POLAND 	ROMANIA 	RUSSIA, KAZAKHSTAN, UKRAINE 	RUSSIA 	SWEDEN, DENMARK 	SWITZERLAND
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Berlin

Kurfürstenstraße 87
D-10787 Berlin
Fon +49 (0)30 / 467 24 25-0

Düsseldorf

Volmerswerther Straße 41
D-40221 Düsseldorf
Fon +49 (0)211 / 96 08 17-0

Hamburg

Glashüttenstraße 79
D-20357 Hamburg
Fon +49 (0)40 / 696 387 64-0

info@navos.eu
www.navos.eu

navos on facebook