

External and Internal Communication:A Blurred Borderline



A change at the top



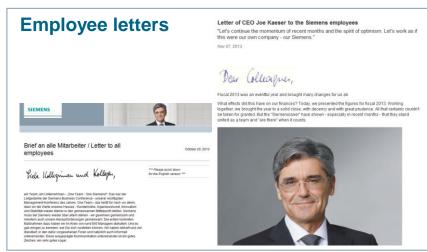


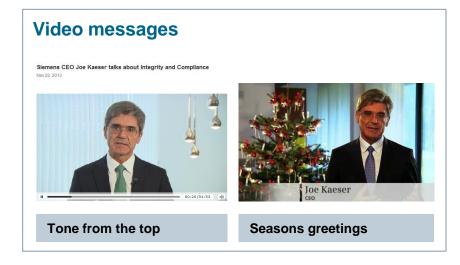
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SIEMENS

Typical internal communication











A change at the top is also an opportunity for a change in the way we communicate





...and a change in the way we communicate about products and services.



External communication

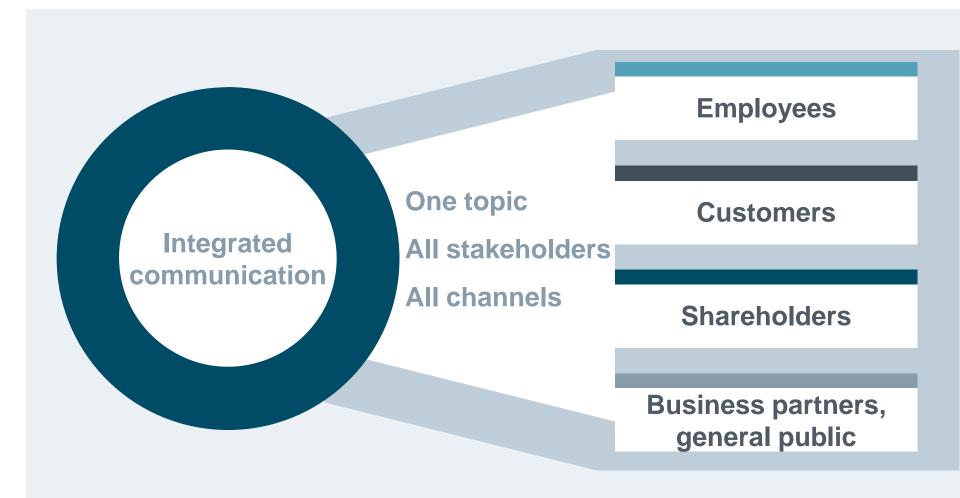
- Inaugural train ride from Frankfurt to Cologne and back with 60 journalists
- Joint press release by Deutsche Bahn and Siemens
- Result:
 - 120 articles in print and online media
 - 9 TV reports
 - 25 radio reports

Internal communication

- Article in Siemens NewsCenter "Good mood at 300 kilometers per hour"
- 20 Deutsche Bahn employees and 20 Siemens employees also took part in inaugural train ride
- Live tweets by employees in Siemens Social Network
- Video report on event
- 16,000 clicks on 18 intranet sites



What's needed is integrated communication





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