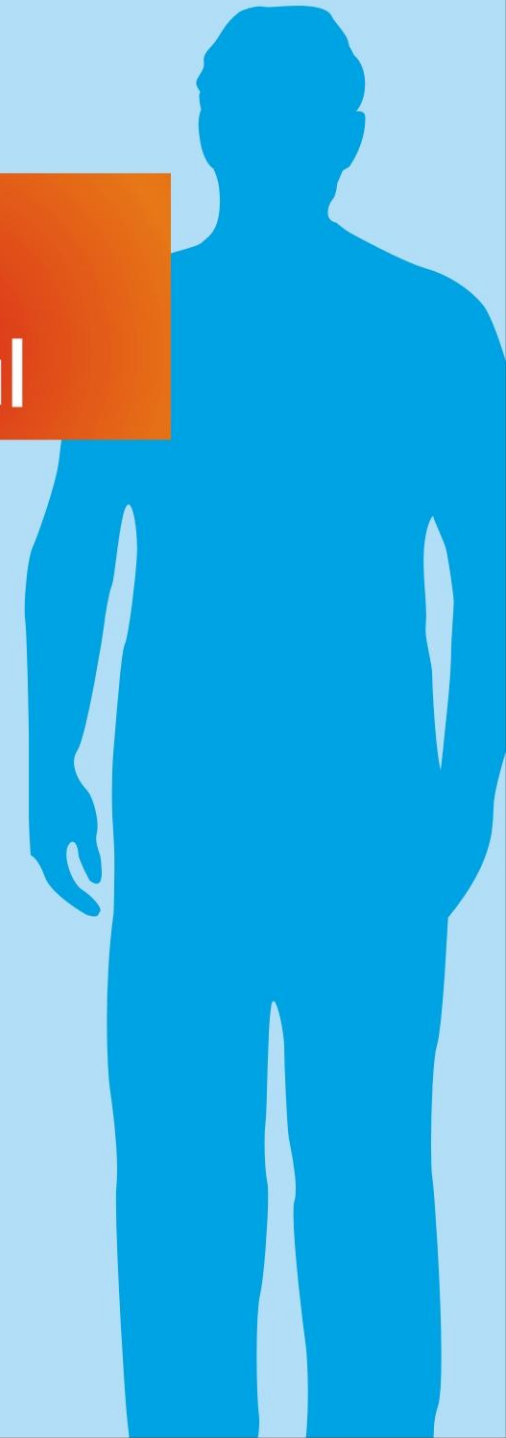


An engager...

...to shape the corporation's body & soul

Yannis Freris

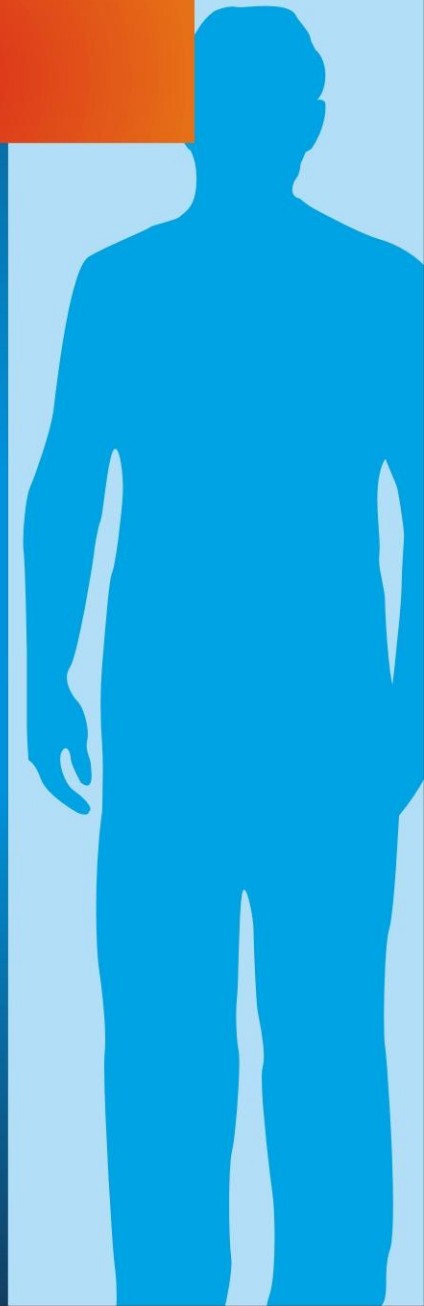
- Director of Corporate Communication & Sustainable Development at GEFYRA S.A.
- Head of the CSR Working Group of the European Association of Communication Directors (EACD)



Body & Soul

Media relations

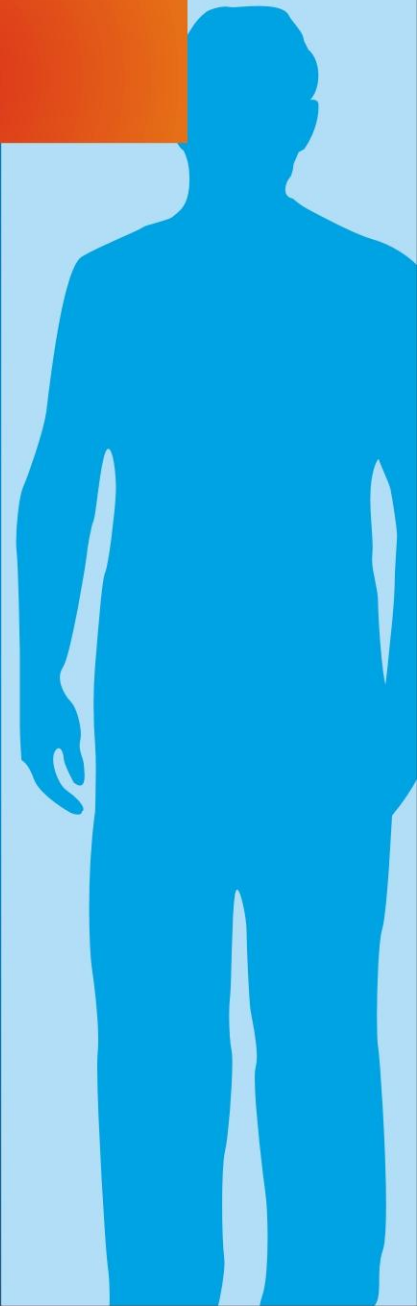
- Relations with the Media from inland & abroad
- Corporate representation towards the Media - Spokemanship
- Authoring & editing of press releases
- Articles' authoring
- Advertising policy into the national press
- Crisis management
- In situ visits of Media
- Filming arrangements
- Permanent connection with the consultants
- New Media - Social Media Development & Strategy



Body & Soul

Corporate Identity

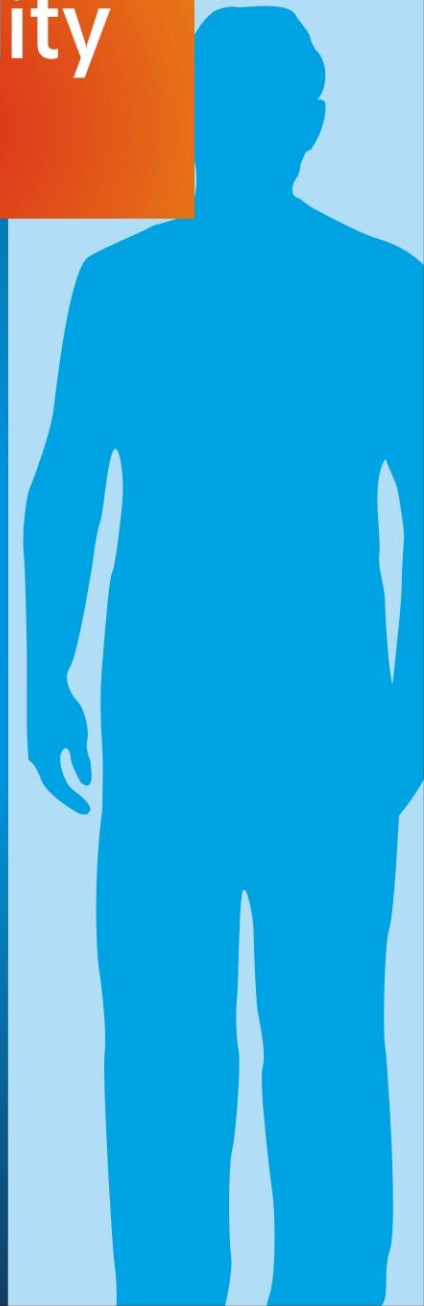
- Elaboration of corporate philosophy
- Invention of corporate slogans
- Elaboration of corporate articles & speeches
- Corporate printed material supervision (from "a" to "z")
- Corporate video production from ("a" to "z")



Body & Soul

Corporate Citizenship: Social Responsibility & Sustainable Development

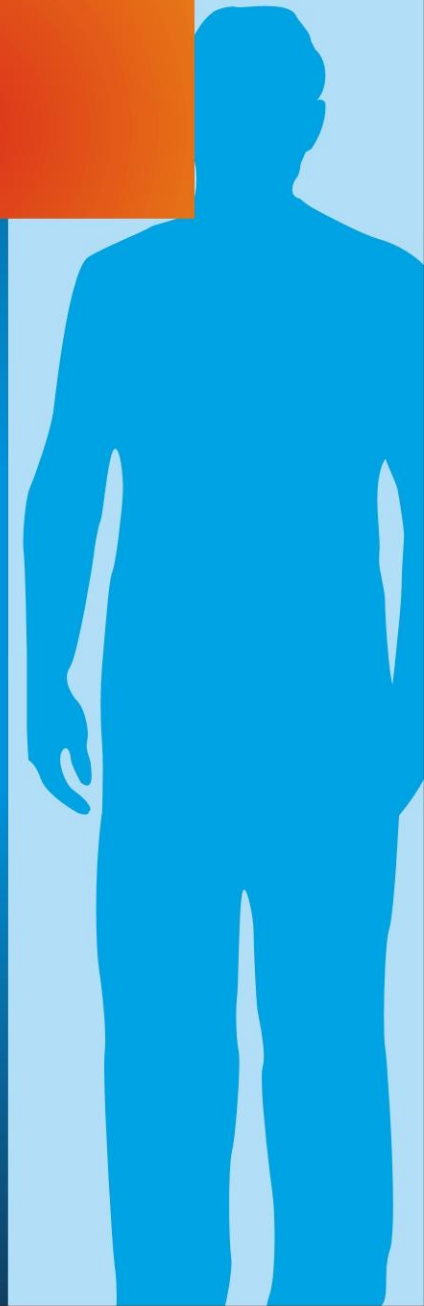
- Policy elaboration & planning
- Invention of social & environmental activities
- Development of civic alliances
- Stakeholders' relations
- Policy implementation
- General responsibility over annual reporting
- Edition of newsletters & printed material
- Animation of local civic movements & authorities
- Responsibility for awards' candidacy folders
- Representation of the company to all relevant fora
- Corporate philosophy & literature
- Upgrading of corporate standards
- Scientific support assurance



Body & Soul

Corporate assistance to (regional) development

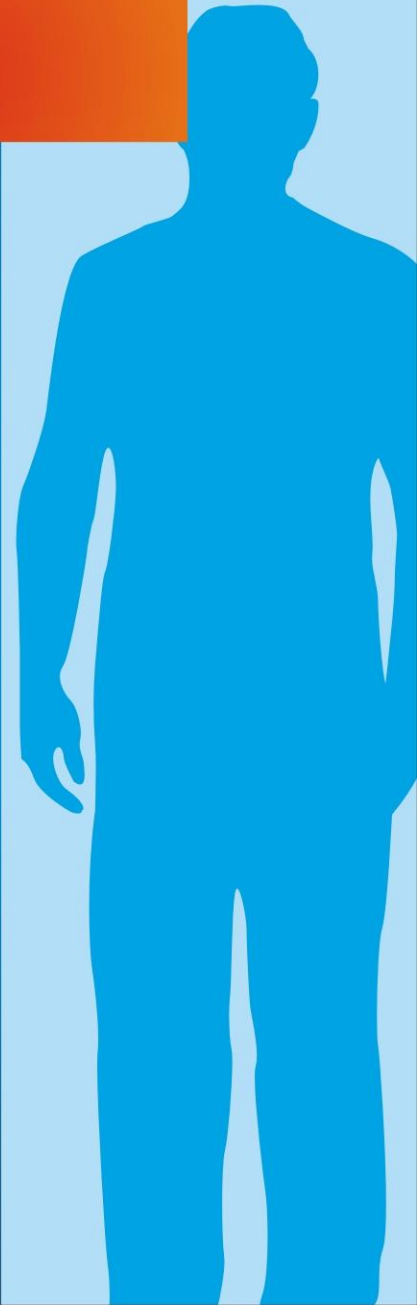
- Elaboration of relevant corporate policy
- Elaboration of corporate initiatives
- Institutional relations
- Spokemanship
- Corporate literature
- Elaboration & editing of managerial texts



Body & Soul

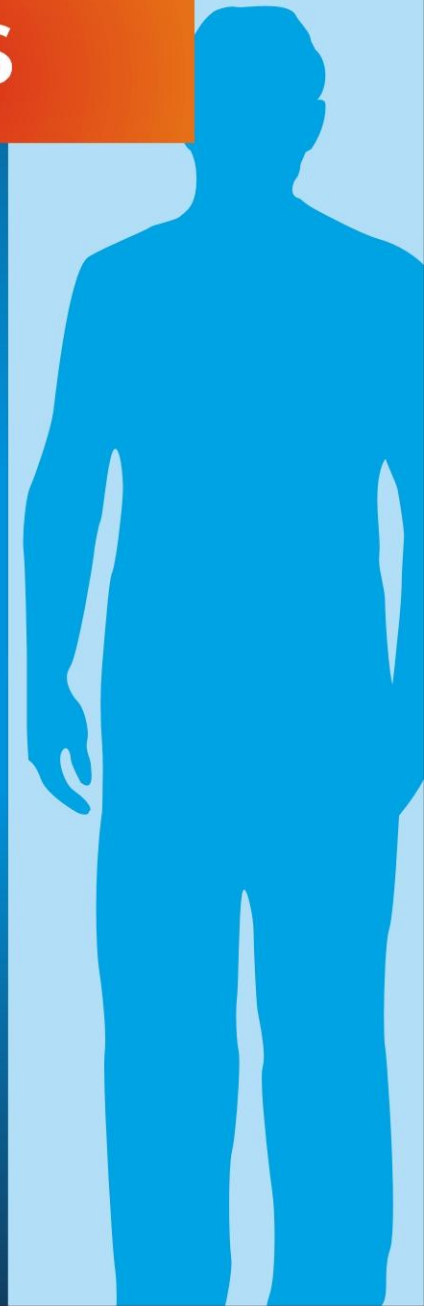
Customer Relations

- Edition of bimonthly newsletter
- Elaboration & editing of texts
- Customer policy philosophy
- Communication with clients, management of complaints, requests, questions, suggestions



Corporate relations - Public Affairs

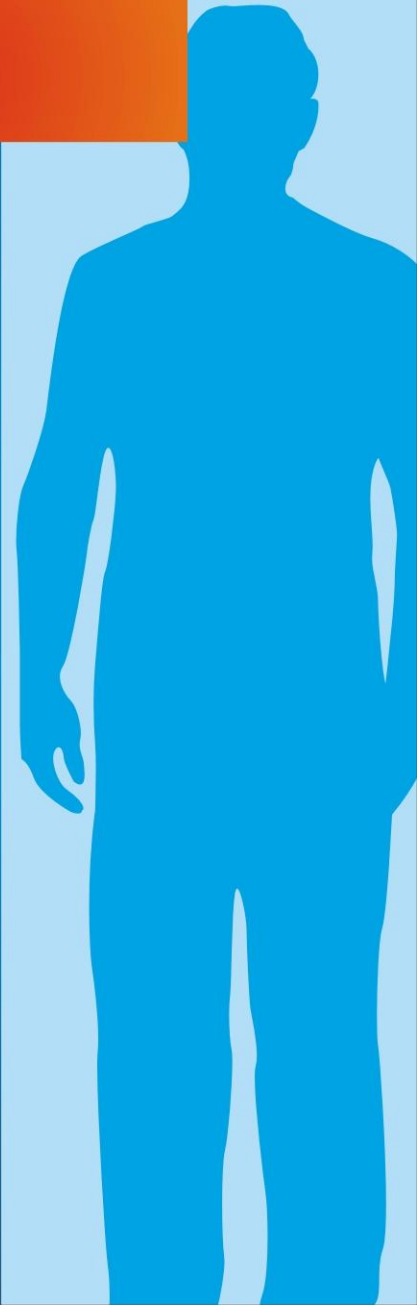
- Relations with the European, national, regional and local institutions & elected bodies
- Representation of the company in boards
- Permanent connection with representatives of social, environmental, scientific, sport, cultural and professional associations
- Broadening of the company's network
- Community relations based on the natural presence & proximity policy
- Relations with collaborators & suppliers of the department



Body & Soul

External relations

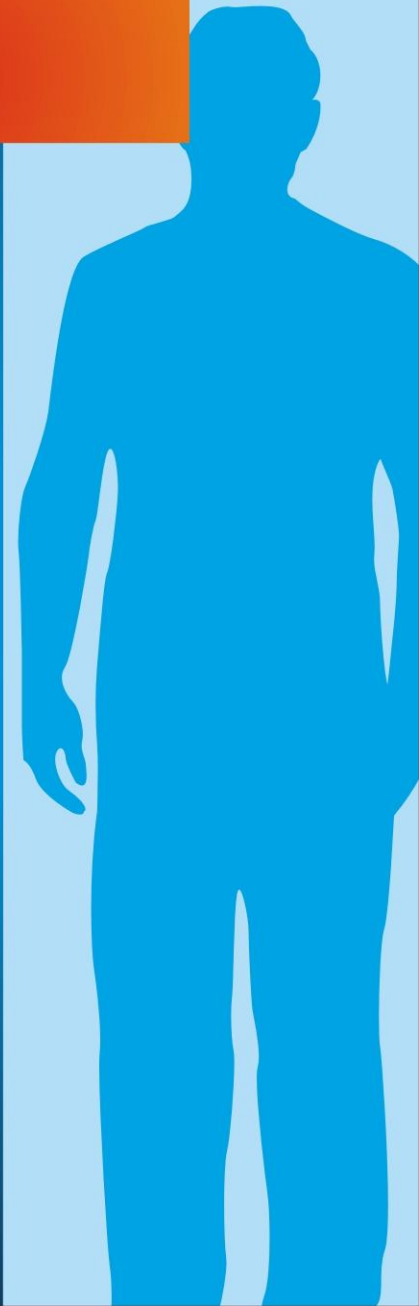
- Fulfillment of authorities' requests, bilateral corporate relations
- Correspondence authoring & editing



Body & Soul

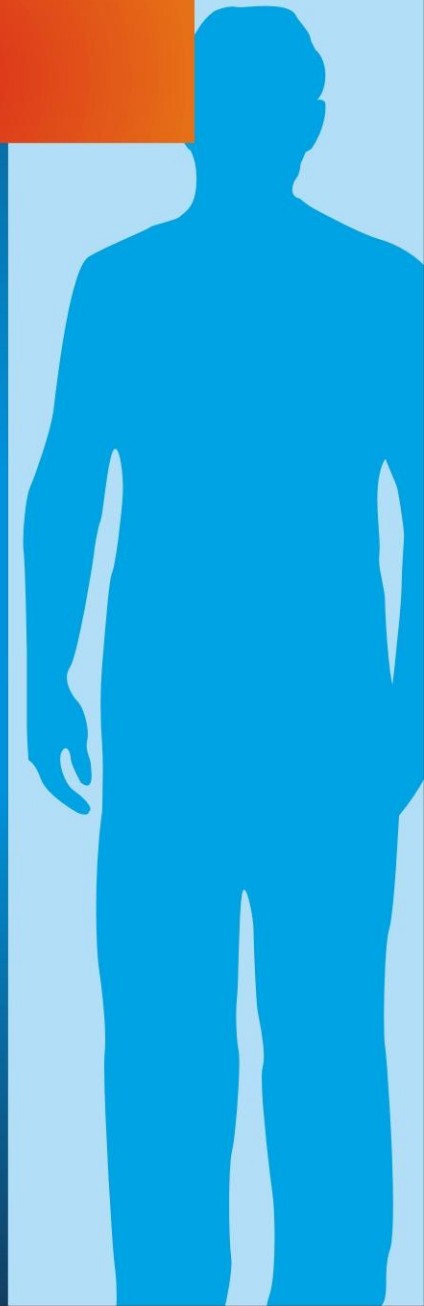
Intra-company relations

- Assurance of regular presence & in non-central corporate branches
- Internal communication, information, community relations
- CSR actions of the staff-members



Event management

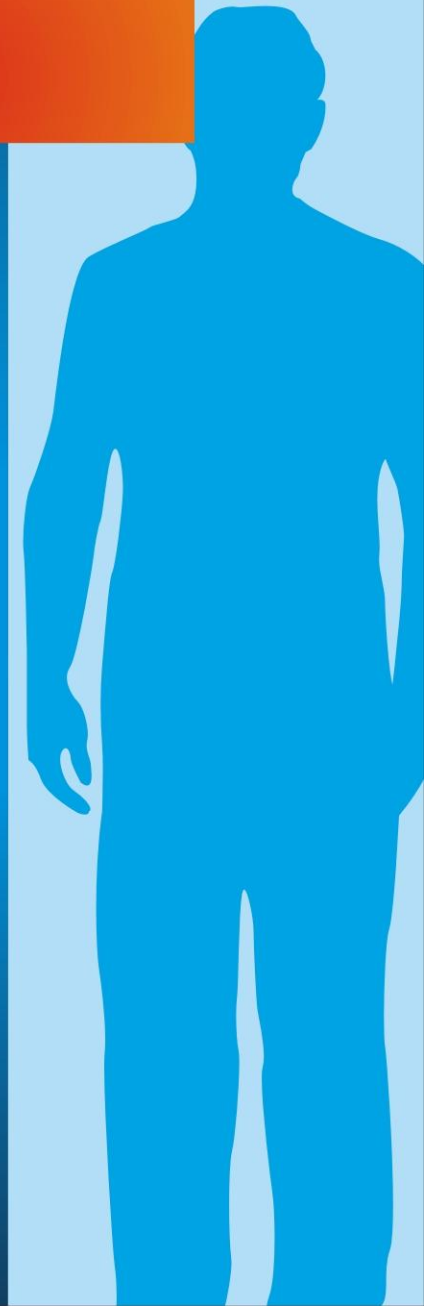
- Manifestations of international, national or local dimension
- Preparation & quality assurance of events sponsored by the company
- VIP visits (personalities, representatives of foreign countries, representatives of the European Commission, representatives of the government)



Body & Soul

Reputation building

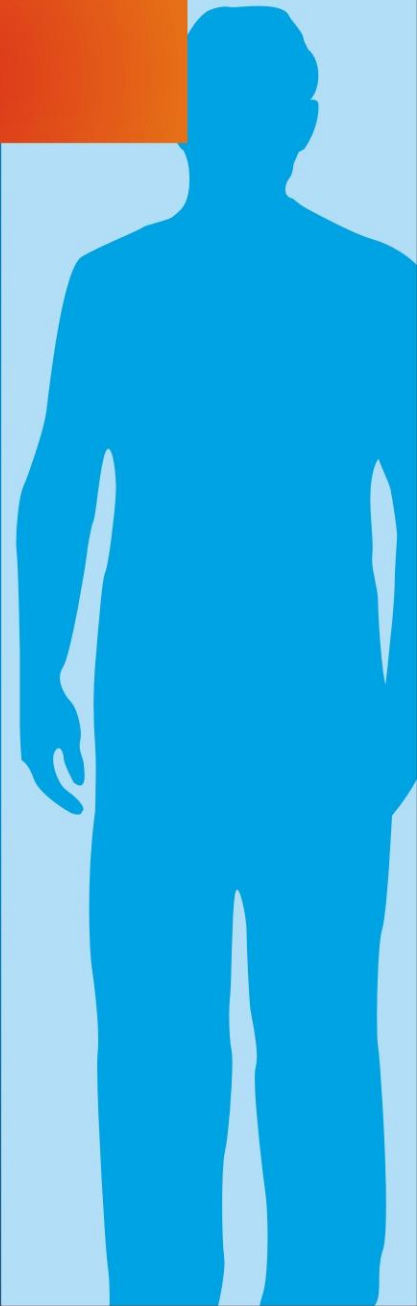
- Publicity
- Internationalization of the company's best practices
- Candidacies for awards & distinctions
- Assurance of social recognition of the company's excellence nationally & abroad
- By being the natural ambassador of corporate principles in the face of public opinion
- By the constant improvement of ethical & practical standards of the company (self-commitment)



Body & Soul

Sponsoring policy management

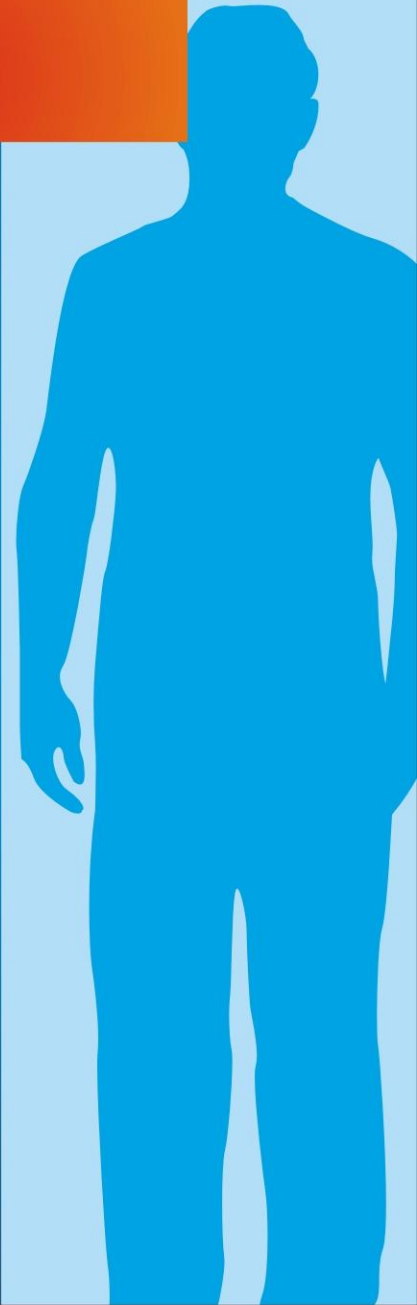
- Of social, humanitarian, cultural, environmental, sport interest (according to the budget of the department)
- Renewal of the sponsoring policy according to diverse evolutions



Body & Soul

Non-stop alert

- Constant on-line or natural presence beyond service hours and legal absences

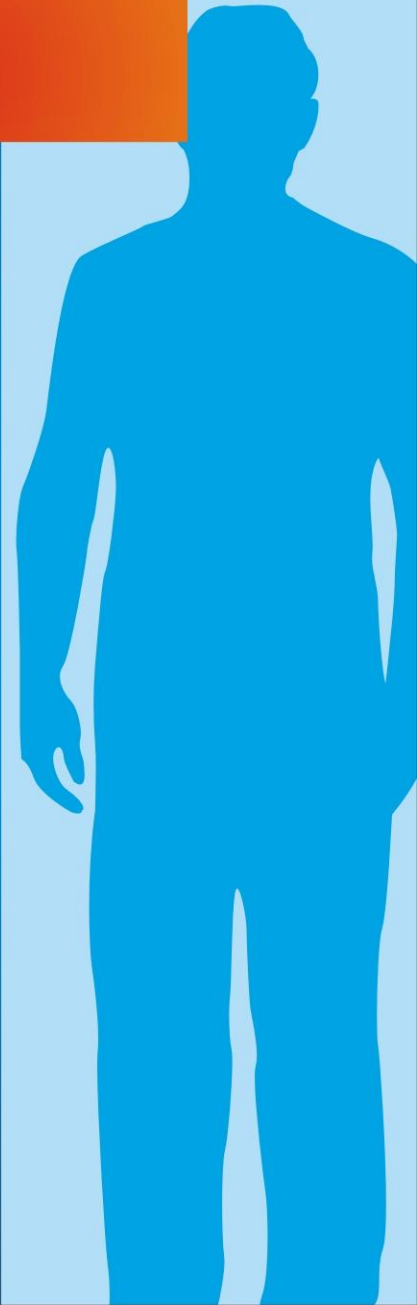


Body & Soul

In which kind of era

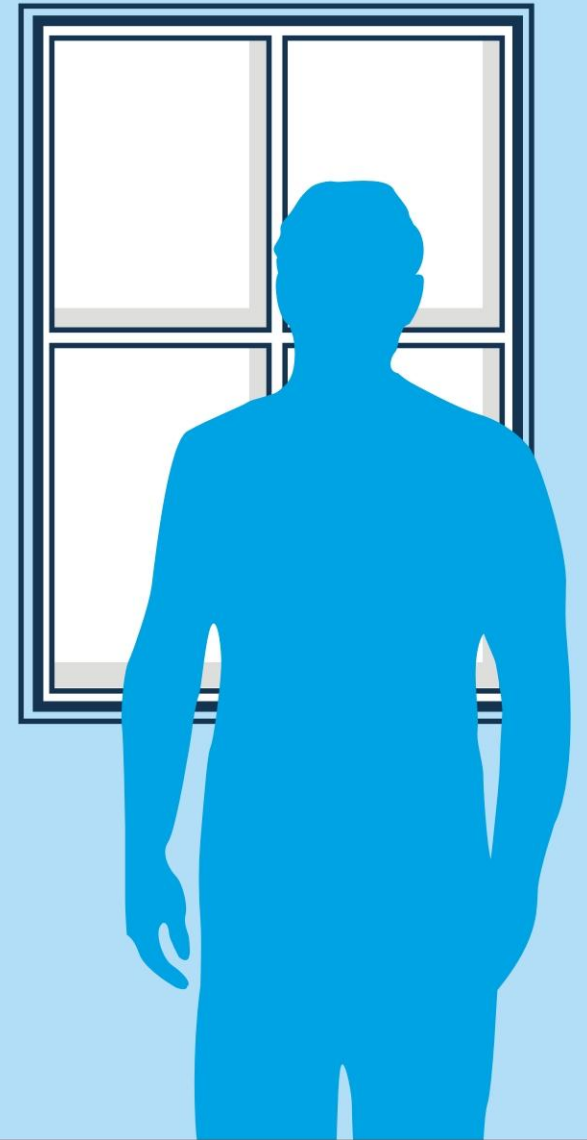
- The Empire of Crisis
- The Empire of Communication

Generating amplification of the CCO's role



The Window Theory (1)

Inside looking out

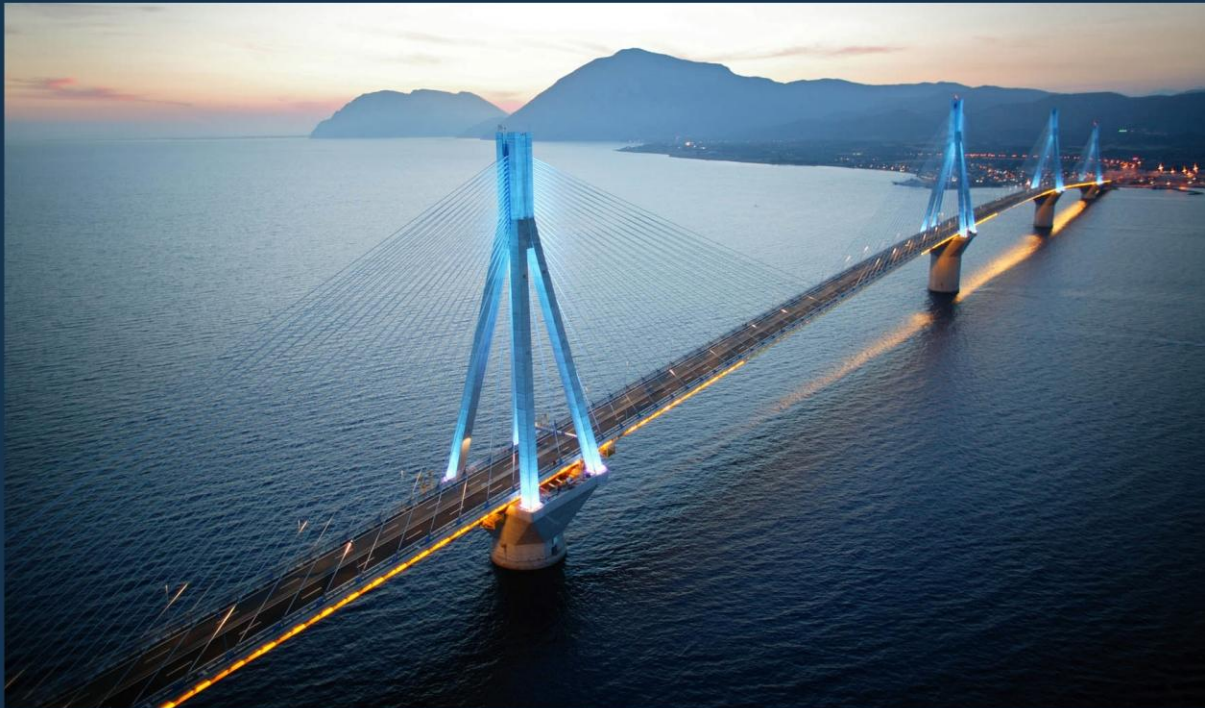


The Window Theory (2)

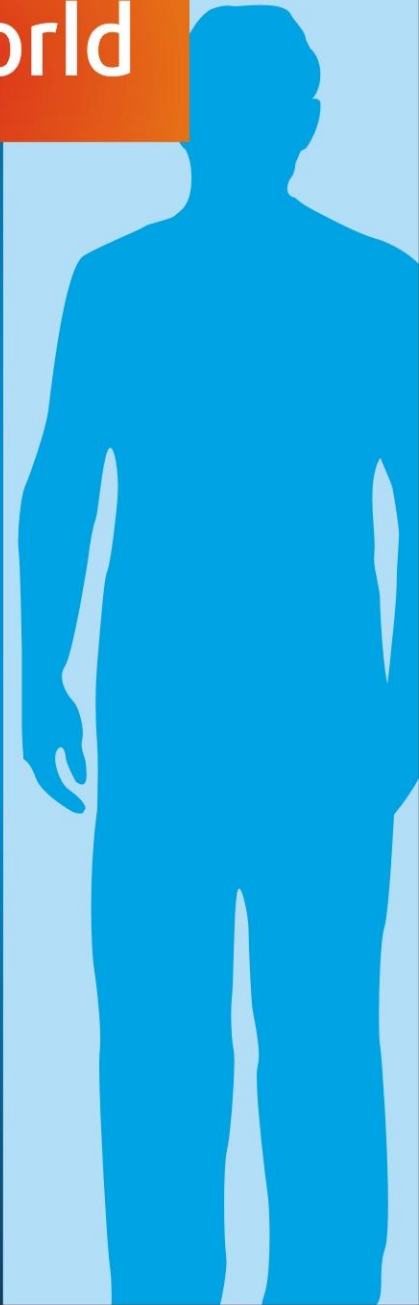
Outside looking in



Bridging the inside with the outside world



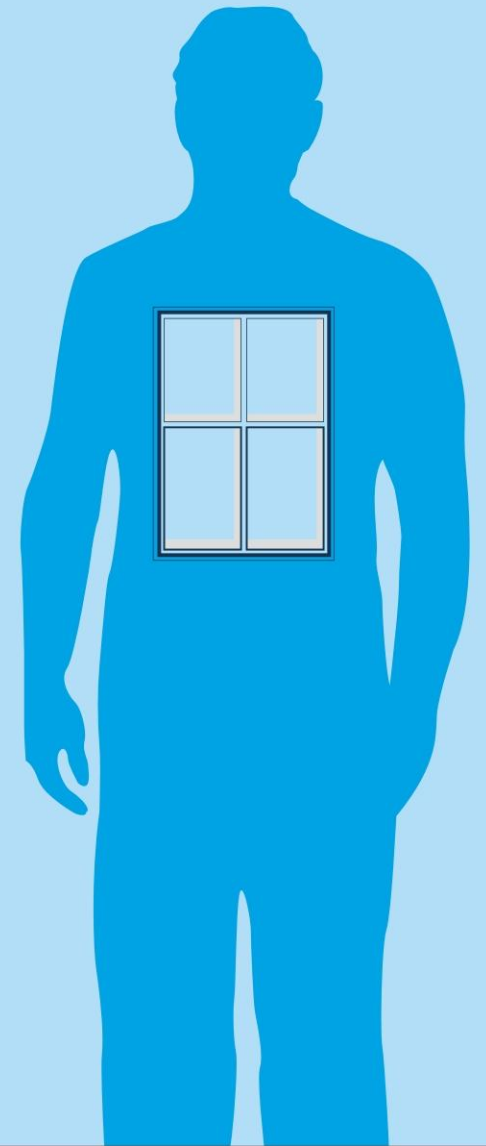
"Charilaos Trikoupi" Bridge Rion-Antirion Straits - Western Greece



The Window Theory (3)

The living window

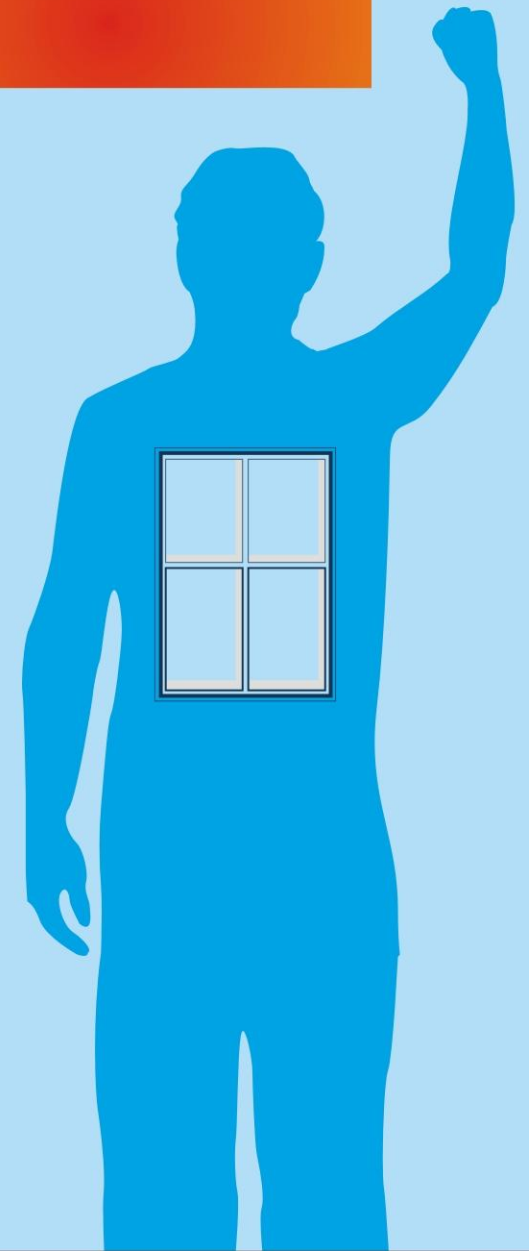
Receiving, considering,
brainstorming, proposing



The Window Theory (4)

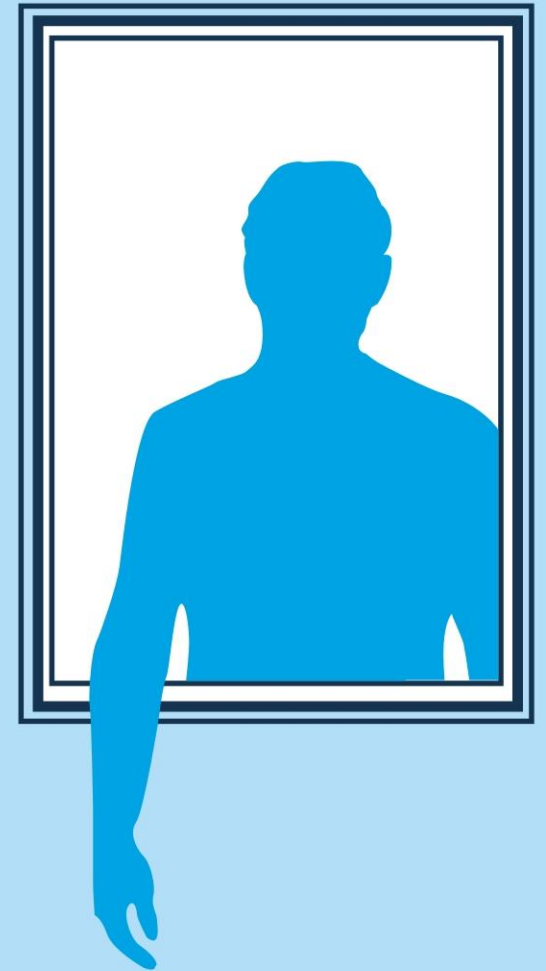
The active window

Acting & activating, inspiring,
incarnating, existing,
participating, dialoging



The Window Theory (5)

In regular cases just open the window and pass through it



The Window Theory (6)

In case of emergency
break the window



Times of Change - Time to change

Moving towards a new role:
The Corporate Affairs Director

- A multi-role penetrating various fields
- A new title preventing conflicts
- A new outfit for a new role



A definition effort

An inspiring democratic responsible active citizen with a visionary strategy of sustainable change, standing for clearness, truth and transparency, a result-measured reliable human "playing for the crest on the shirt", **engaging** more than the reputation of the whole corporation for present and upcoming times



The Window's own Theory

When I'll grow up...
...I'll be the front door

CORPORATION

