



Bringing HOTREC Communication to the next level
Communication Strategy 2020-2021

31 March 2020

Table of contents

I. Introduction	3
II. Why a HOTREC communication strategy?	4
III. How to further boost HOTREC's external communication	5
IV. Revitalising HOTREC's Internal Communication tools to drive Member engagement	14
Annex I – Indicative implementation timeline	16
Annex II – UN International Days Calendar	17
Annex III – Creating a company Twitter policy	18
Annex IV – Comparison of EURACTIV/POLITICO's promoted content and EURACTIV's full membership service	19
Annex V – Quotes for website	20

This document was prepared by the HOTREC Team:

*Alessia Angiulli
Alexis Waravka
Jacques Lovell
Marta Machado*

I. Introduction

HOTREC has designed a new Communications Strategy to support and complement the HOTREC's White Paper for Hospitality in Europe. A new strategy was considered necessary and opportune by HOTREC's Executive Committee, considering the importance of communication in HOTREC's daily activities and the need to amplify the outreach of HOTREC's White Paper for Hospitality in Europe. The HOTREC secretariat has therefore reviewed current communication practices and designed the present Communication Strategy with new objectives and structured actions to position HOTREC at the highest possible level within the Brussels environment.

The Communication Strategy aims to maximise the efficiency of HOTREC public affairs and lobbying activities towards the EU institutions and other stakeholders. In this sense, it must be seen as a tool to implement HOTREC's White Paper for Hospitality which lists HOTREC's main priorities: digital and platforms, skills, better regulation and food policy. The broader ambition is to make the hospitality sector fit for the digital age, while making it to more sustainable on the short and long run (see picture 1).

The Communication Strategy provides a roadmap for HOTREC's communications for the upcoming years, including a list of concrete proposals for action to improve planning and results. It is accompanied by an implementation action plan covering 2020 and 2021.



Picture 1

II. Why a HOTREC Communication Strategy?

As a European Association, HOTREC's communication priority is to reach the following audiences:

- EU Policy makers and decision-makers;
- Stakeholders;
- HOTREC members.

As a follow-up to the ExCom Strategy Meeting of April 2019, the need for an overhaul of HOTREC's communication was put forward to achieve the following goals:

- Improving the visibility of HOTREC and its positions – especially in the light of the latest digital communication trends in public affairs and advocacy;
- Branding the sector;
- Enhancing the communication of HOTREC towards members.

This strategy therefore proposes a number of actions to reach these three goals, further building on some of the main ideas raised during the [HOTREC Communication Workshop](#) (3 March 2020).

a) Improving visibility in the era of digital and social media

Technology has changed the way information is communicated, accessed to and shared. It has also changed the type of media used by citizens and the reasons we engage with each other. This has major consequences for public affairs and advocacy strategies as:

- Social media use is the new norm;
- The use of visuals has become essential;
- Visibility of key positions and messages online is now a must;
- Online media have become a key tool to support communication outreach in public affairs.

b) Promote a positive image of the sector through adequate branding

HOTREC and the hospitality sector need to be very attentive about their image and reputation. This is a fundamental aspect, as it will largely influence the perception of the organisation and of the hospitality sector at large by the people who matter to HOTREC (e.g. policy-makers, the stakeholder community and public in general). The enhancement of 'our image' is an important part of any attempt to modernise HOTREC's communication and maximize its efficiency. Given the plurality and number of competing business interests represented in Brussels, a clear branding – both in terms of identity and message – is essential.

c) Improved communication with members

HOTREC's internal communication should aim to have simple, tailor-made and efficient exchanges with members, to keep them fully updated about key developments and facilitate their own communication on relevant aspects of EU affairs.

III. How to further boost HOTREC's external communication

The objective of this chapter is to better represent the interests of HOTREC towards the EU Institutions and other important stakeholders, as well as to influence EU policy decision-making procedures. Overall, it is about how to better market HOTREC's name, mission, messages and positions on key EU issues, based on the challenges and objectives mentioned above.

To reach this aim, HOTREC will put in place the following 7 actions:

1. Stronger use of social media to maximise our audience
2. Develop compelling infographics
3. Use of digital media tools for advocacy
4. Enhanced website to better brand HOTREC and its positions
5. New format for written communication materials
6. Organise fit for purpose advocacy events
7. Maintain a high quality database

1. Stronger use of social media to maximise our audience

HOTREC started to engage in social media in May 2013.

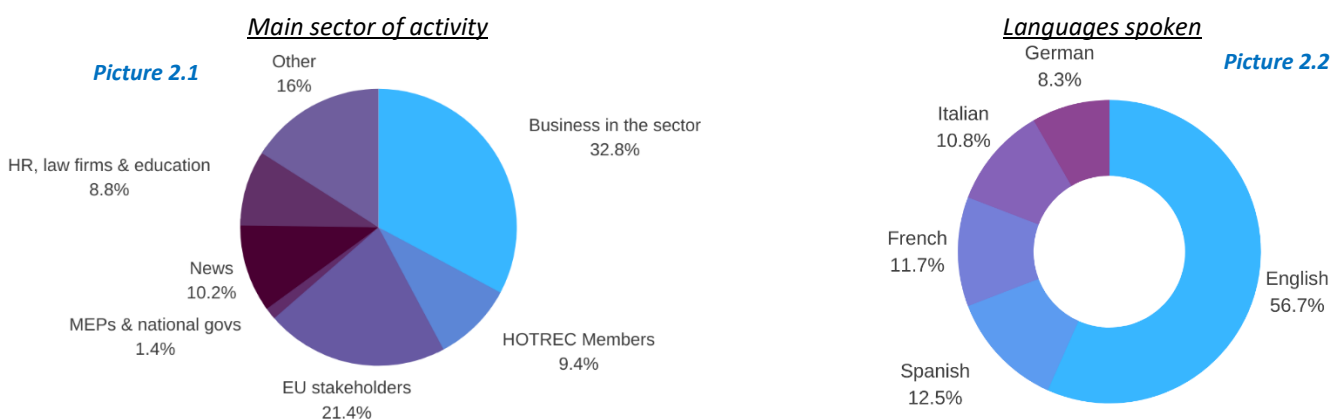
As of today, its social media pages count:

- **2160** followers on Facebook
- **1139** followers on LinkedIn
- **1475** followers on Twitter

Twitter is the main social media used by HOTREC. **LinkedIn** is less used, but – as a professional platform granting more freedom when publishing content (e.g. unlimited number of characters) - should be used even further. **Facebook** is however less essential for HOTREC to reach its goals, but still necessary – as it allows us to reach 100% of our membership on social media.

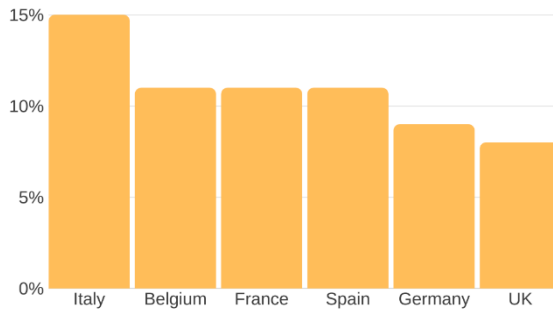
Twitter analytics

We analysed a sample of **500 Twitter followers** to better understand who they are, in what sector they operate and where they come from:



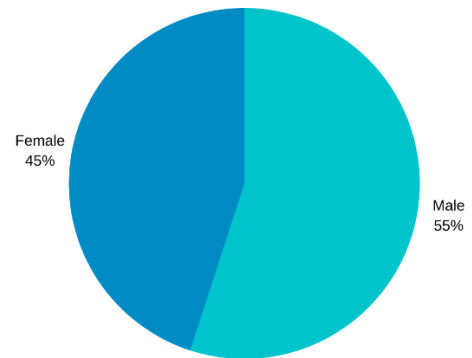
Picture 2.3

Countries



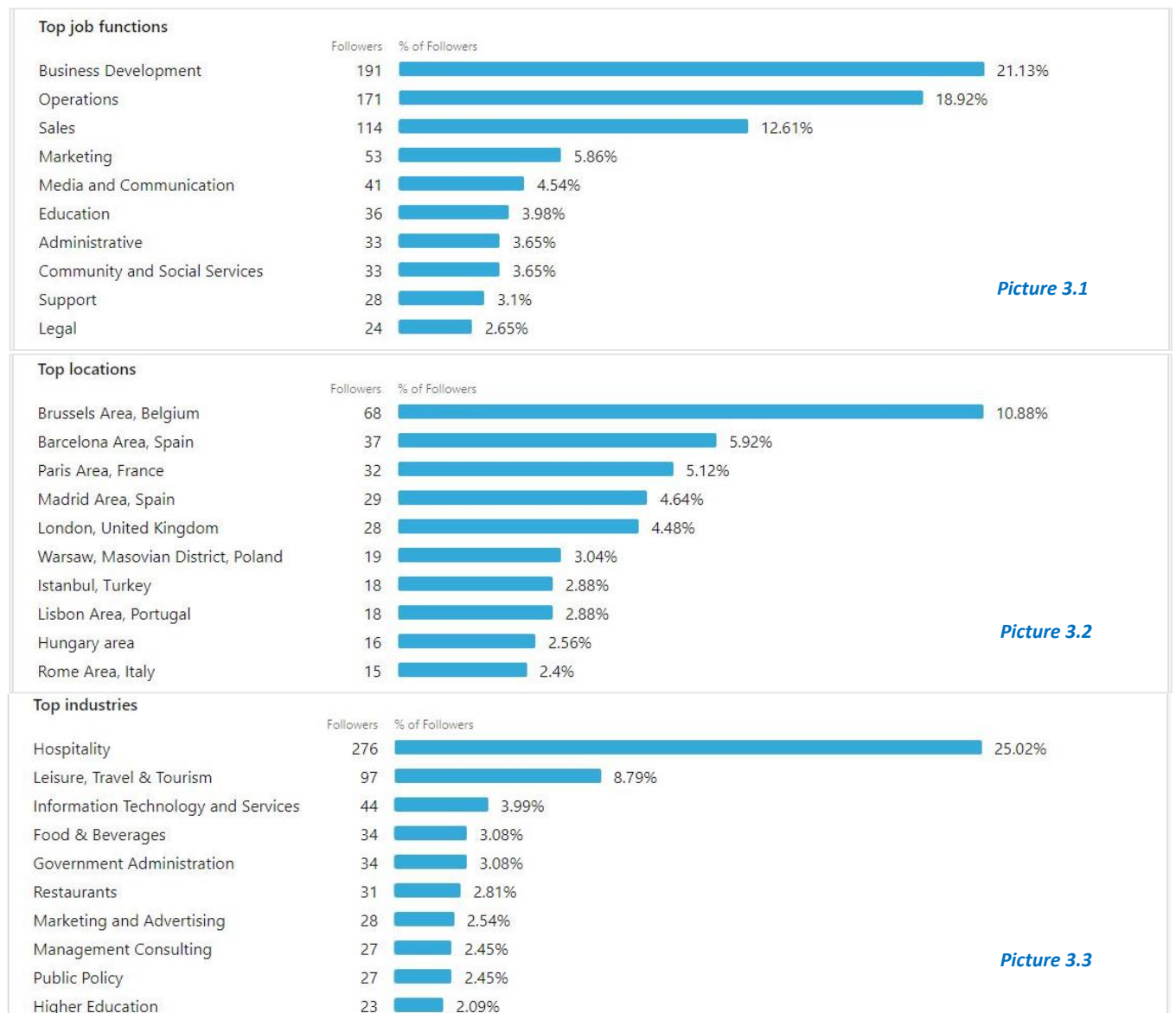
Picture 2.4

Gender



LinkedIn analytics

Similar analytics are available on LinkedIn, providing information on location, job function and sector of activity of our followers:



The use of social media in public affairs and advocacy is the new norm. It is therefore essential for HOTREC to ensure that it maximises the possibilities offered by this communication channel to pass its key messages to the stakeholder community. This section therefore proposes actions to bring HOTREC to the next level of social media advocacy. **The aim is to raise HOTREC's relevant audience on Twitter and LinkedIn by 10%.**

Proposed Action Plan

- Focus on HOTREC's **branding** and **storytelling** (e.g. tourism offers wonderful, attractive, trendy, comfortable, tasty, sustainable experiences to people; creates jobs & added value for the EU economy, etc.). To this end, **infographics** will be used (see next section) as well as other visuals. Further reflection will address how to communicate about the importance of the sector following the UK's departure from the EU (i.e. as HOTREC used to communicate on EU-28 figures, the use of EU-27/EEA aggregate figures may represent a possible way forward);
- Post **more content, more often** (minimum 2 posts a week). To this end, and in order to engage the public on social media:
 - Post news on hot topics being dealt with at EU level on a more frequent basis;
 - Post messages such as "Hospitality facts" (i.e. facts and figures related to the industry to further engage Members. Example: *"Did you know that @hotellerie_de did this sustainable activity"*);
 - Use the UN International days calendar (see [Annex II](#)) and the EU events calendar to surf global trends and increase visibility;
 - Share on a more frequent basis relevant content from HOTREC members and third parties.
- Implement **short social media campaigns**. To this end, 1 week-long social media campaigns on key topics will be used (e.g. skills shortages, food/sustainability, and digital). They will be planned during the year according to the EU Institutions' calendar;
- HOTREC **team to engage directly into social media advocacy with stakeholders**. The aim is to support the social media strategy by posting policy messages on key events attended (to use the interest in the public event to generate visibility), in addition to regular social media communication. To this purpose:
 - The HOTREC Twitter account will be shared by the policy and communication team to maximise communication opportunities;
 - The CEO of HOTREC will consider to have his/her own (HOTREC owned) Twitter account to personalise communication and maximise the number of followers and HOTREC's overall audience;
 - HOTREC team members will also use their personal LinkedIn profile to share HOTREC content and messages;
 - A training on social media was already provided to the team (28 January 2020) to this end;
 - To facilitate social media engagement, HOTREC will develop an internal social media policy for the HOTREC team (see in annex III the list of items to be covered).
- **Consider making short (less than 1 minute) videos** for Twitter. A short video presenting the hospitality sector and its importance for Europe should be considered for a better branding of

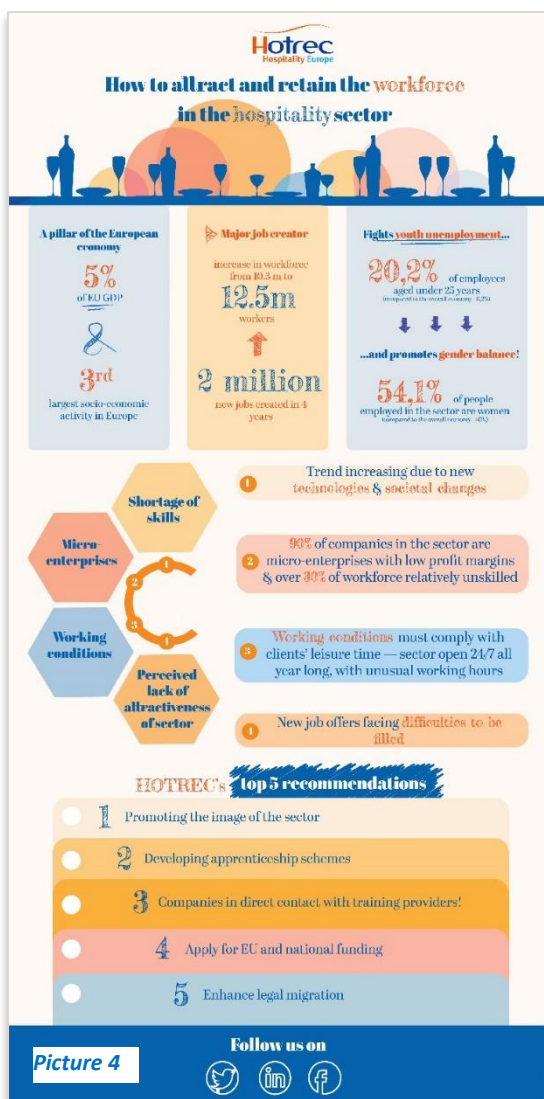
the sector towards policy-makers and stakeholders. Also, short videos to present the content of HOTREC's newsletter, inviting viewers to subscribe, would generate strong interest on Twitter (see section 5 on written communication materials and a revamped "Live from Brussels" newsletter).

2. Develop compelling infographics

As a follow-up to the meeting held with the President, Vice-President and Treasurer on 9 December 2019, HOTREC will develop and use attractive infographics as part of its communication materials, namely:

- Strategic position papers
- Social media messages
- Studies / brochures

The main objective of the infographics is to summarise the information provided in the text message in a more attractive, simplified and colourful way. The main content of HOTREC's message is immediately visible to the reader. A first successful test was made to promote the recent [HOTREC position paper on How to attract and retain the work force in the hospitality sector](#).



Proposed Action Plan

- Use **infographics** in relevant communication material;
- **Ask members to share their infographics** (preferably in English) with HOTREC for possible further dissemination.

3. Use of digital media tools for advocacy

The media landscape has evolved radically in Brussels over the last years. Content and information is more and more spread through online media, where policy-makers and journalists themselves turn to pick-up information. Being present on such online media specialised in EU affairs has become important to maximise outreach and ensure that key messages are delivered to the right people.

Many of these online media offer paying services to boost stakeholders' online communication activities and maximise outreach and influence through their own media services and social media channels. This is the case for instance for [Politico Europe](#) or [Euractiv](#). Such services represent an efficient way to promote content in important Brussels-based media and reach journalists, stakeholders and policy-makers.

A quick comparison table of the services offered by these media is available in the annex. Among the various possibilities, the price, the flexibility of the offer and “membership” service proposed by Euractiv better meets the needs of European trade associations like HOTREC. To use a comparative example, Politico’s “Syndicated brand content” (a paid advertorial service proposed for a week on Politico’s website and print version) cost more than the 12 months Euractiv membership service, which offers a combination ad hoc services (e.g. up to 4 advertorials).

This added-value is reflected by the very large list of trade associations, NGOs and renowned consultancies using the Membership service of Euractiv (e.g. Food Drink Europe, CEFIC, Plastics Europe, CEEMET, European Copper Institute, Hill & Knowlton, Fleishman Hillard, etc. – see picture 5)



Proposed Action Plan

- **Consider testing a 12 months membership of Euractiv** (including the use of advertorials, distribution of video/infographic, video statement by HOTREC leader, and/or support Euractiv’s newsletter) – Price **8.000€**;
- **Consider the ‘Event report’ service for the next important HOTREC event** (includes 1 interview with a speaker, 1 policy article, publication of one opinion piece, everything featured on Euractiv website and social media) – Price **5.000€** + 20% discount if already member of Euractiv;
- **Depending on future advocacy needs: other ad-hoc options may be explored** (e.g. ‘special report’ with one week editorial coverage for a chosen policy issue or visibility in ‘The capitals’ newsletter for national markets).

Example of services included in an annual Euractiv membership offer (full list of services is available in annex):

- 1 Video Statement by HOTREC’s leader (distributed on Euractiv’s homepage, relevant policy sections and Twitter account)
- Facilitation of contact with Euractiv journalists and unlimited publication of HOTREC’s PR
- 2 HOTREC advertorials published on Euractiv’s homepage, policy sections, opinions section and twitter account, with visibility in daily and weekly newsletters
- Promotion of 1 HOTREC infographic on Euractiv’s homepage, policy sections and twitter account
- 2 banner ad campaigns on 3 relevant policy sections on Euractiv’s website and text ads in newsletter

4. An enhanced public website to better brand HOTREC and its positions

HOTREC changed its website over the summer 2018. Nevertheless, some improvements are required to ensure efficient branding of both HOTREC and the hospitality sector, and a higher visibility of key positions and advocacy materials. Indeed, the current homepage does not brand the sector in any manner, nor does it give a specific hospitality-related image to HOTREC. Moreover, key information is sometimes difficult to find. The HOTREC communication workshop of 3 March 2020 clearly identified the public homepage as a weak point that needs further improvements to make it more attractive.

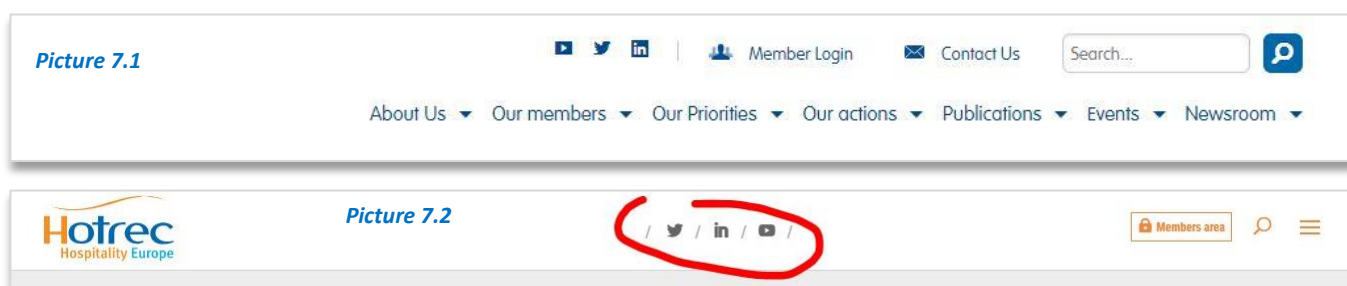
Here below is an example of possible improvements to the homepage that can be realised without costs.



Proposed Action Plan

- **Create a revamped and compelling story about HOTREC** and the sector which transmits the idea that hospitality is **an industry that offers pleasure and experience**, while highlighting quality, sustainability, innovation and job creation;

- **Visually brand the sector on the homepage** of the website to ensure that it better tells the story of HOTREC and hospitality. The home page should also be more 'action-oriented' to invite visitors to discover more;
- **Enhance the visibility of the HOTREC's key positions on the website via quick fixes** (see picture 6), namely:
 - Increase HOTREC's branding through smart choice/use of pictures and colours to showcase the industry and better define our narrative;
 - Explain clearly/concisely what HOTREC is and our activities – visitors must have a sense of our storytelling at first glance, without necessarily having to scroll down the page to find out more about us;
 - Create a "Newsroom" section to display our 3 most recent news and provide easy access to older ones – which will include position papers, press releases and publications;
 - Create a more prominent "Policy" section to invite readers to discover HOTREC's policy positions;
 - Revamp existing sections in need of an update and delete unnecessary ones, if any;
 - Include a form in the homepage for people to easily subscribe to our newsletter/press releases in a GDPR-compliant way;
 - Revamp the sitemap to ensure all documents are easier to find both for HOTREC Members and external visitors.
- **Make an annual analytical assessment of the website's visitors** to better understand communication successes and challenges on the website;
- **Further changes** may be needed to maximise communication possibilities, though a budget might be required to **add extra functionalities aiming to facilitate navigation and research of documents, as well as adding new sections needed to improve our communication**:
 - Create a drop-down menu to make sure all key-sections of the website are easily accessible (see example – picture 7.1), thus improving the overall navigation experience – Quote n°1 for changes on the website - **€4040,00** (excl. VAT) – see Annex V;
 - Add a Facebook icon to the existing social media icons and link it to our Facebook page (see picture 7.2) – Quote n°2 for changes on the website - **€1160,00** (excl. VAT) – see Annex V;
 - Create a new section in the public version of the website to host the "Live from Brussels" newsletter once we start disseminating it to the public – Quote n°2 for changes on the website - **€1160,00** (excl. VAT) – see Annex V.
- **As an alternative to these possibilities, HOTREC may consider creating a new website in the next 12-24 months** to better tailor it to the actual communication needs of the organisation and new digital possibilities to maximise its communication capacities.



Picture 7.1 shows an example of a drop-down menu that we could apply to the HOTREC website to improve navigation experience.

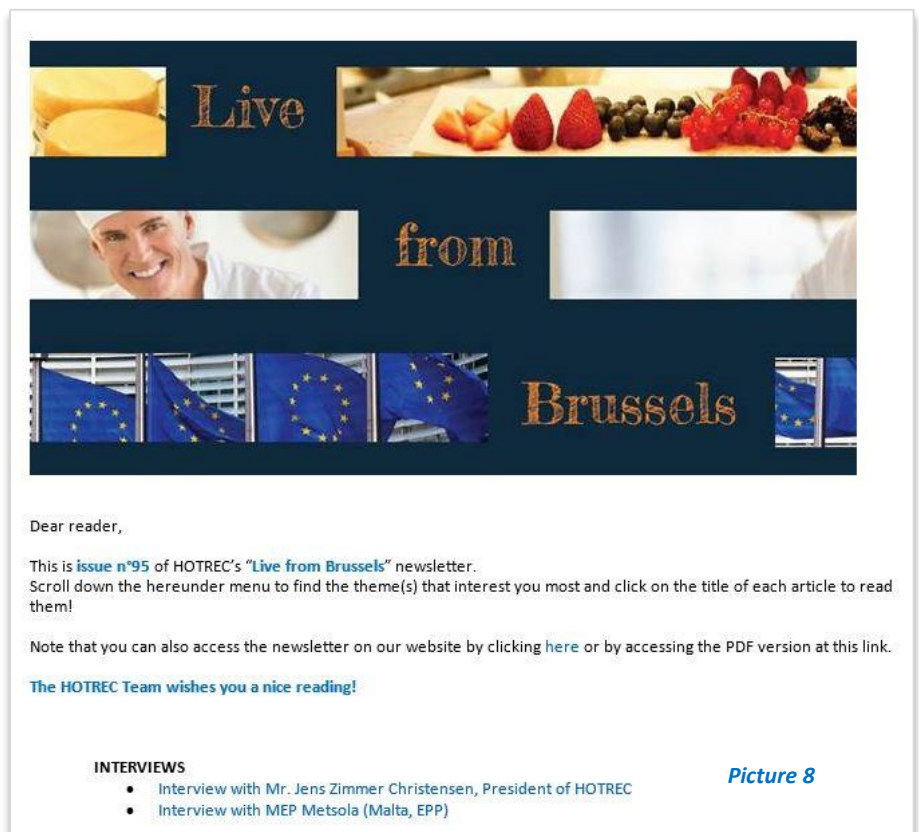
Picture 7.2 shows current lack of Facebook button to connect visitors to our page.

5. New format for written communication materials

In general the use of written external communication material should be re-thought alongside the ambition to better brand HOTREC's messages towards policy makers and stakeholders

Proposed Action Plan

- **Use infographics** in key position papers (see section 'infographics' above);
- **Revamp the current template for Press Releases**, to make them more attractive and better brand HOTREC and its key positions.
- **Turn the newsletter 'Live from Brussels' into a modern communication/advocacy tool.** The Live from Brussels newsletter is currently used mostly as an internal communication tool, with a limited external distribution to 'selected' policy makers and MEPs. It is also very lengthy and detailed, which may hamper its communication potential. We propose to revamp it to turn it into a more efficient and visible advocacy tool. To this end:
 - **A new template will be created** to make it shorter and more focused. It should be less about procedures, and focus more on the headlines and HOTREC's position;
 - The newsletter will be **published on HOTREC's public website and distributed widely** to all relevant policy-makers and stakeholders;
 - The **pdf format will be replaced by an online format** with easy access to each one of the articles via a click on the article headlines (see picture 8);
 - **Analytics will be developed** on the use of the newsletter to assess the success of these measures;
 - Consider including **a short (less than 1 min) video introduction about the main issues** covered by the newsletter, presented by the HOTREC team. The video would be shared on twitter to invite the audience to follow HOTREC's activities (*to note that this would require some investment e.g. high quality camera on a phone, stabiliser, a clip-on microphone. A member of HOTREC's team should also be trained on how to edit videos. Human resources time would be needed*).



- **Elaborate a short HOTREC communication style guide**, to streamline the communication style of the HOTREC team and make it recognisable for external audiences as the ‘HOTREC style’.

6. Organise fit for purpose advocacy events

The aim of organising events is to create more visibility for HOTREC, by gathering the EU stakeholders community around specific policy or legislative seminars, roundtables and debates relevant for the hospitality industry.

Several events are organised in Brussels every day. While years ago it was relatively easy to gather people to attend a full day event, nowadays there is a panoply of events being organised on a daily basis, creating strong competition for attendance. Careful planning, choice of topics for discussion and format are key to ensure success.

Proposed Action Plan

- **Organise a MEP lunch event to show how a restaurant works** concretely and highlight the limits of possible future new EU legislation (Autumn 2020). The key target group should be MEPs from the ENVI (Environment & food safety) Committee and selected European Commission officials (DG SANTE);
- **Organise specific events to support HOTREC’s key priorities** (Spring 2021). The exact theme will be selected by ExCom and the (new) CEO in support of HOTREC’s key priorities (*e.g. a major event to present HOTREC’s position on digital would fit nicely with the EU’s upcoming Digital Services Act and further regulation of large platforms*).

7. Maintain a high quality database

In order for HOTREC’s advocacy messages to reach the targeted groups (EU institutions, stakeholders, HOTREC members), a top level database needs to be set up. HOTREC has been updating its contact database in a systematic way since January 2020.

Proposed Action Plan

- **HOTREC to update twice a year the contact database of its members.** HOTREC will contact its National Associations twice a year for this purpose;
- **Excel file to be updated with the following contact groups:**
 - Members of the European Parliament
 - European Commission – Director Generals / Policy Manager / Officers from relevant DGs
 - European Committee of the Regions
 - European Economic and Social Committee
 - Permanent Representations
 - Journalists
 - EU stakeholders (President and CEOs)
 - EU stakeholders (Policy Managers/Officers)



- Others (if any)
- The following fields should be included in a dedicated Excel file: first & last name; name of the organisation; title; links to both LinkedIn & Twitter profiles, if any;
- **HOTREC team to update personal contacts** on a regular basis after any relevant meeting;
- **Aggregate social media accounts** of all individuals and organisations listed in the HOTREC database **to support HOTREC's social media visibility.**

IV. Revitalising HOTREC Internal Communication tools to drive Member engagement

HOTREC internal communications refers to the flow of information between the HOTREC Secretariat and HOTREC Members. The main objectives are to ensure that it is simple and tailor-made to the exchanges between the HOTREC Team and its members, and that members' access to information is facilitated.

Following past requests from members to organise an internal communication flow that enables a more targeted and ad-hoc internal communication (to avoid an overload of information for every single member), the HOTREC Member site was reshaped twice to ensure that it acts as a library where all relevant HOTREC information is made available to the members through a simple and tailor made flow of information. Examples include:

- Automatic e-mail alert system where each member can choose the frequency of updates;
- Possibility for each user to filter notifications by theme and set preferred topics;
- Online [platform to share best practices](#).

The automatic e-mail alert system is an essential feature of the HOTREC extranet, as it automatically informs members of all new materials posted in a tailor-made way, through a system of 'preferred topics' selected by the user and on a frequency decided by the user (e.g. once/hour, once/day, once/week, never). Traditional emails are on the contrary limited to major policy developments/urgent requests, surveys, General Assembly information or press releases under embargo.

However, **its potential is not fully used by HOTREC members**. Indeed, analytics of the current use of the system show that:

- **33.67% of HOTREC members have disabled email alerts** (therefore not receiving new information posted on the website);
- An analysis of the use made by HOTREC members of the email alert received over a 30 day period (11/01/2020 to 10/02/2020) showed that only **28,82% of recipients opened the email alert**, and that only **1 recipient clicked on the link** to access the full information.

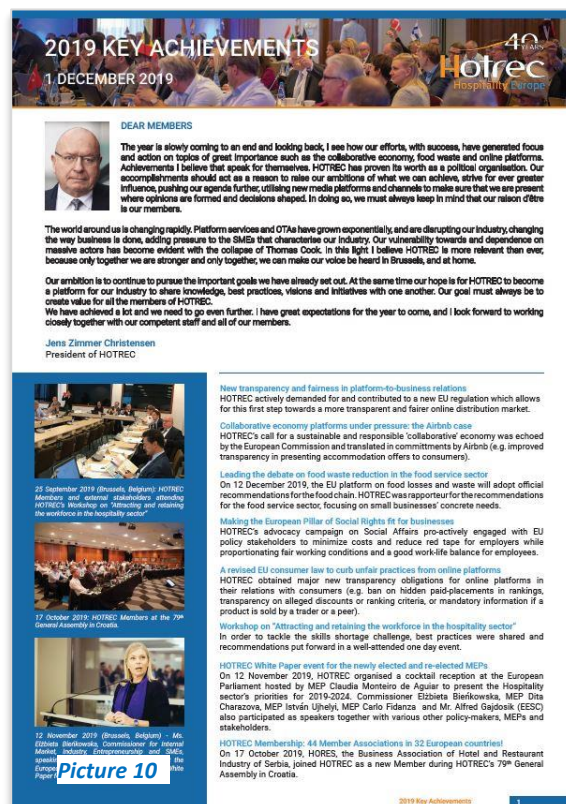
Moreover, the members' survey undertaken to prepare the recent HOTREC Communication workshop and the discussions held during the Workshop itself showed that members were willing to be further guided about the use of HOTREC Press Releases at national level, and that there is a case to better promote HOTREC's actions towards the membership.

We will build on these aspects to further improve the internal communication flow and its efficiency.

Proposed Action Plan

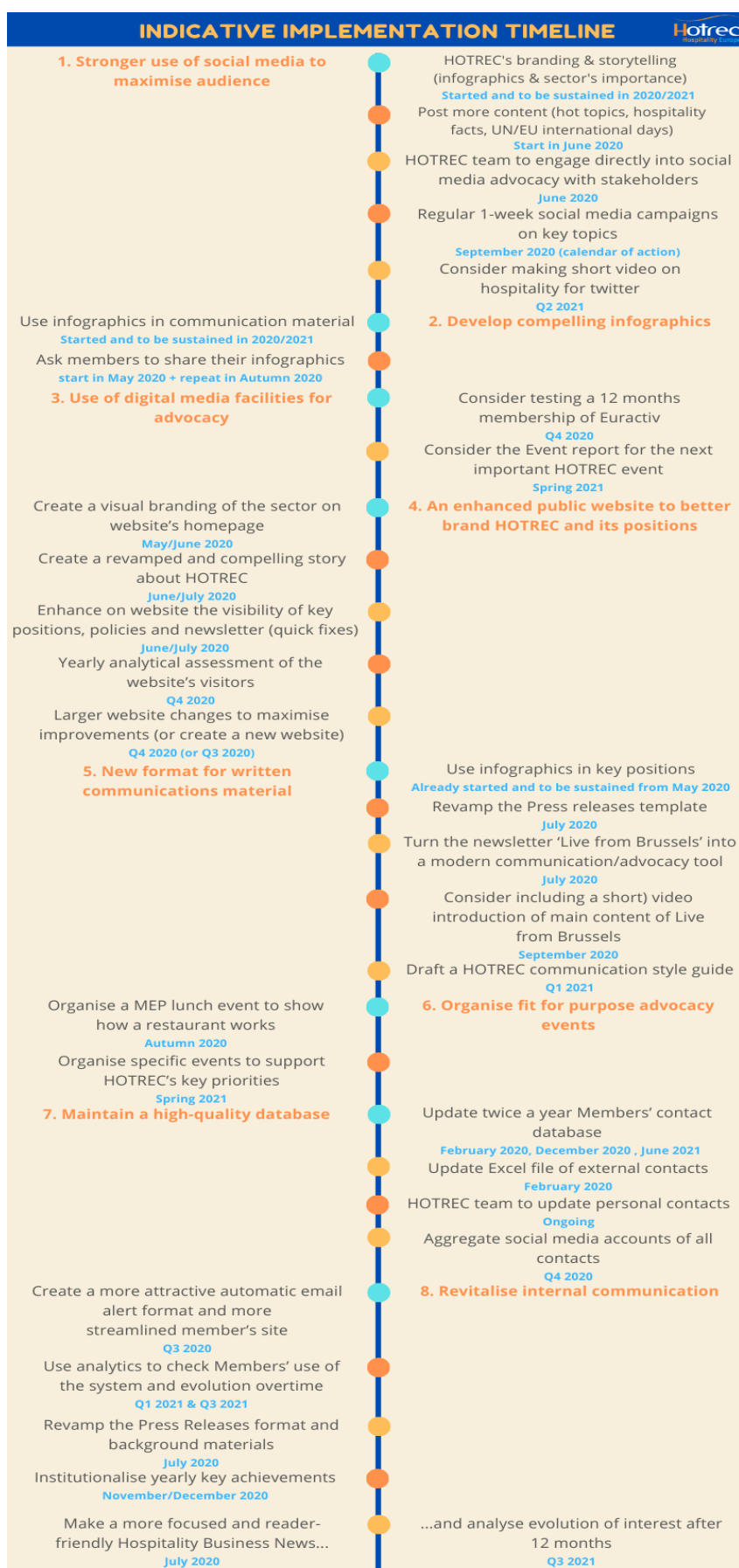
- **Create a more attractive automatic email alert format and more streamlined members' site:**
 - The current format will be revamped to make it more attractive and reader-friendly;

- HOTREC will create a short video explaining how the automatic email alert system and extranet works, which will be shared with HOTREC members to urge them to use the system;
- Consideration will be given to reorganise the “themes” of the members’ site to shorten the list and better streamline information – a budget may be required to implement these changes;
- Use analytics to assess who reads/uses the email alert system and whether Members’ engagement increased after 12 months.
- **Revamp the Press Releases format and background material**
 - A new template will be used to pass the message on in a more visible way (see relevant section above in ‘external communication’ chapter);
 - The background material of the PR provided to members will now include a new section to explain the purpose of the original material, provide further perspective for national use and how members can make the most of it at national level.
- **Institutionalise the key achievements of the year.** The brochure was presented in 2017 and 2019. This tool will now be issued every year;
- **A more modern Live from Brussels Newsletter:** it will be transformed into a more modern communication/advocacy tool (see relevant section above in ‘external communication’ chapter);
- **Adjust the Hospitality Business News publication**
 - Hospitality Business News should focus exclusively on news from HOTREC members and avoid repeats of older industry news;
 - Use shorter and more reader-friendly articles;
 - Consider publishing its content on Twitter (this would require consent from members providing content);
 - Analyse after 12 months if interest in the newsletter rose.



* * *

ANNEX I – INDICATIVE IMPLEMENTATION TIMELINE



Picture I

ANNEX II – RELEVANT UN INTERNATIONAL DAYS CALENDAR

January

- 24 January – International Day of Education
- February
- 20 February – International Day of Social Justice

March

- 1 March – Zero Discrimination Day
- 3 March – World Wildlife Day
- 8 March – International Women’s Day
- 21 March – International Day of Forests
- 22 March – World Water Day

April

- 7 April – World Health Day
- 21 April – World Creativity and Innovation Day
- 22 April – International Mother Earth Day
- 23 April – World Book and Copyright Day
- 26 April – World Intellectual Property Day
- 28 April – World Day for Safety and Health at Work

May

- 3 May – World Press Freedom Day
- 15 May – International Day of Families

June

- 5 June – World Environment Day
- 7 June – World Food Safety Day
- 8 June – World Ocean Day
- 18 June – Sustainable Gastronomy Day
- 27 June – Micro-, Small and Medium-sized Enterprises Day

July

- 15 July – World Youth Skills Day

September

- 18 September – International Equal Pay Day
- 27 September – World Tourism Day
- 29 September – International Day of Awareness of Food Loss and Waste

October

- 16 October – World Food Day

You can find the complete UN International Days Calendar at the following link:

<https://www.un.org/en/sections/observances/international-days/>

ANNEX III: CREATING A COMPANY TWITTER POLICY

CLEAR EUROPE

THE BASICS

- **Set expectations** – communicate your goals clearly to employees.
- **Make a plan** – use a content calendar, third-party publishing tool or shared calendar to stay organised.
- **Don't be too prescriptive** – creating too many rules and requirements stifles creativity. Give your employees space to come up with their own ideas.
- **But don't give them complete creative license** – a company Twitter policy should always include rules around sharing proprietary or confidential company information; posting defamatory, derogatory or inflammatory content and posting information or pictures that imply illegal conduct.

THINGS TO CONSIDER

- As multiple people will have access to the same Twitter account, stay vigilant about security – change the password every few months and keep track of who has access.
- Make sure employees are all on the same page in terms of HOTREC's official positions on key issues. Avoid conflicting messages – though some healthy debate is encouraged.
- Clearly communicate your goals and target audience for Twitter. Emphasise the fact that tweets should always be written with these things in mind.

TIPS

- Start with the basics and build up from there. Include sections on how to talk about Hotrec and the work you do, what details can and can't be shared online, basic etiquette around how to respond to messages (both positive and negative) and consequences for failure to comply.
- Encourage employees to be smart about what they post and to use common sense. Checking facts and respecting the law (including copyright law) should be the standard.
- Have a plan in place in case something goes wrong or you need to quickly respond to an industry crisis.

RESOURCES – TOOLS TO HELP PLAN & CREATE CONTENT

- **Publishing/management tools:** Sprout Social, Buffer, Hootsuite, Tweetdeck
- **Visual content creation:** Canva, Piktochart, Pexels, FlatIcon
- **Content sources:** Google News & Trends, Paper.li, Pocket

ANNEX IV: COMPARISON OF EURCTIV/ POLITICO'S PROMOTED CONTENT AND EURACTIV'S FULL MEMBERSHIP SERVICE

Picture II

EURACTIV Membership

FEATURES

BRAND REPUTATION

FACILITATION of contact with EURACTIV journalist
INVITATION to EURACTIV Events
VIDEO Statement by Your Leader

COMMUNICATION TOOLS

PROMOTING YOUR CAMPAIGNS

- Distribution of your advertorial ●●
- Distribution of your video ●●
- Distribution of your infographic ●●
- Banner Ad campaigns ●
- Support the *Tweets of the Week* ●●●
- Support *The Brief* or *The Capitals* ●●●
- Publication of your press releases, events, job ads (unlimited)

● = One credit

TRAINING

INVITATION to Exclusive Training for your Brussels office on the new trends in communication and lobbying:
`YELLOW ACADEMY`

8 Credits for 12 months

Euractiv	Politico
<p><u>Type of services offered</u></p> <ul style="list-style-type: none"> Annual membership: package of different targeted communication/visibility services: <ul style="list-style-type: none"> Support of brand reputation (e.g. video statement by your leader, facilitation of contact with Euractiv journalist)) Promoting advocacy campaigns (advertorials on website, distribution of video/infographics on website, Banner add campaigns, Support their newsletter with short content) Unlimited publication of PRs, events, job adds, Trainings (for the team in communication) <p>The services work with 8 credits for an ad-hoc combination. Budget: 8000 €</p> <ul style="list-style-type: none"> Ad-hoc services (20% reduction if already member): <ul style="list-style-type: none"> Event reports (5000€). It includes: <ul style="list-style-type: none"> 1 interview 1 policy article on the event topic Publication of the event on EURACTIV media Social media promotion Analytics report after publication Special report (a full week of editorial coverage on issue of your choice and visibility) 11.000€ Policy topic sponsored editorial coverage for a year (20.000€) 	<p><u>Type of services offered</u></p> <ul style="list-style-type: none"> Promotion of Partner's brand content as "sponsored content" Examples: <ul style="list-style-type: none"> Promotion in homepage <ul style="list-style-type: none"> Video <p>Budget: 9,500 €</p> <ul style="list-style-type: none"> Banner ad campaign Budget: 2000€ Publish partners' brand content at "politico newsletter" <p>Sponsoring EU Influence weekly newsletter with a short promoted content Budget: 5.750€ per week</p> <p>Sponsoring PoliticoPro daily Newsletter with a short promoted content Budget: 7.410€ per week</p>

Picture III

ANNEX V: QUOTES FOR WEBSITE

QUOTE 1

- €4040,00 (excl. VAT)
- Creation of a primary menu and of a secondary menu to improve navigation of the website and make it easier for users to find information).



Picture III

The Crew Communication
Noémie Degavre

24 February 2020

HOTREC
Alessia Angiulli
Rue Dautzenberg, 36/38
1050 Brussels

BUDGET - Updated navigation Hotrec website

We would like to thank you for your request and are pleased to present you with the following offer, subject to our general terms and conditions of sale, known to you or to be obtained on request:

TASK	DESCRIPTION	QT	UNITY	RATE	COST EXC. VAT
Design and developement	Creation new navigation design - Primary menu : drop-down menu (5 sections) with subsections (13) - Secondary Menu : Social media Icones (new: included FB), Member area, serach tool. <i>On the mobile version: burger menu with the primary menu (section and subsection). Out of the burger menu: search tool, member area and SoMe icones</i> - Footer: FB Icone added	5,00	day	720,00 €	3 600,00 €
Project managment	Coordination et QC	0,50	day	880,00 €	440,00 €
TOTAL exc. VAT					4 040,00 €

Not including any express courier costs and VAT.

Our prices are based on current material prices. In the event of changes to these, we reserve the right to adjust our prices to reflect these changes.

Hourly rate: Studio 90€/h; Digital: 90€/h; PM: 110€/h; Strategy: 10€/h

Payment condiction: 50% of the total amount at the signature; 50% on final delivery

FOR AGREEMENT

Date & signature

QUOTE 2

- €1160,00 (excl. VAT)
- Creation of a primary menu and of a secondary menu to improve navigation of the website and make it easier for users to find information).

The Crew Communication
Noémie Degavre

HOTREC
Alessia Angiulli
Rue Dautzenberg, 36/38
1050 Brussels

24 February 2020

BUDGET - Newsletter public version + upload media limit

We would like to thank you for your request and are pleased to present you with the following offer, subject to our general terms and conditions of sale, known to you or to be obtained on request:

TASK	DESCRIPTION	QT	UNITY	RATE	COST EXC. VAT
Design	"News & events" page : Adding new category <i>Newsletter</i> (visual search and purchase)	0,50	day	720,00 €	360,00 €
Developement	- Creation & implementation of the new category <i>Newsletter</i> Adaption "News & events" page : New name "newsroom" + creation bloc <i>Newsletter</i> - Raising of the upload limit media to 2MB	0,50	day	720,00 €	360,00 €
Project managment	Coordination et QC	0,50	day	880,00 €	440,00 €
TOTAL exc. VAT					1 160,00 €

Not including any express courier costs and VAT.

Our prices are based on current material prices. In the event of changes to these, we reserve the right to adjust our prices to reflect these changes.

Hourly rate: Studio 90€/h; Digital: 90€/h; PM: 110€/h; Strategy: 10€/h

Payment condition: 50% of the total amount at the signature; 50% on final delivery

FOR AGREEMENT

Date & signature

* * *