

2023 | 11th edition | Bucharest

Biz PR
Conference &
PR Awards

PR?

Which is the most relevant indicator of success in PR? Turnover? Profits? Customer Portfolio? Fees earned by the agencies? Awards? Industry players share divided opinions. Almost every agency has its own tools for measuring success and relevance.

PR is nothing more than a business like any other, with battles on budgets and customers. If we admit this trivial fact, what matters more and more in this industry?

Biz PR Conference is an event that focuses on a debate about **what is relevant nowadays in PR** and the **major changes** that the communication industry is facing at this moment.

EXCLUSIVE STUDY

5th edition

“TOP PR Agencies in Romania”

“Top PR agencies in Romania” is a radiography of the Romanian PR industry that takes into account both business and qualitative indicators resulting from the analysis of expectations and perceptions that PR clients have in relation to their communications agencies.

In the PR industry, "fee income" is the financial indicator reported by agencies from countries with a tradition in communication and by which many of the international charts are done. In our case, such an approach is not (yet) totally possible. The policy related to making public the fees received from the consultancy, not just the total turnover resulting from various communication activities, is not a current one. We can even say that in some cases it is met with reluctance.

This year's ranking will take into account this financial indicator, correlated with turnover, turnover growth rate in 2022 as compared to 2021 and the profitability of the agencies enrolled in the study. All these indicators will be weighted with the brand awareness indicators resulting from the study on the clients' perceptions.

Biz PR Awards



- Top 3 agencies, resulting from the “Top PR agencies in Romania”
- Best known / popular PR specialist
- Most creative agency
- Best ability to analyze and identify customer’s needs
- Best campaign reporting
- Best implementation
- New-comer award
- Most constant financial growth

- Social Media Specialists
- Corporate Affairs Directors
- Communication Directors
- Marketing Directors
- PR Specialists
- Brand Managers
- Top Online Influencers
- Bloggers and Social Media Consultants



AUDIENCE

The background features a complex, ornate gold geometric pattern. It consists of interlocking lines forming a series of six-pointed stars or hexagons. At the center of each star is a circular medallion with intricate designs, including Arabic calligraphy and architectural motifs. The overall aesthetic is highly decorative and traditional.

BENEFITS

for you

&

your brand

Learn how to promote your brand through social media and its specific communication platforms

Utilize a set of tools and tactics for an effective use of social media in all communication activities

Learn new strategies for implementing social media tools in your communication programs

Participate in a learning experience completed with networking with the most influential online and communication people

Promote your brand through the event's unconventional media channels

Previous Editions

Grup Renault Romania, Trust Communications, Geometry Global, GMP PR,
Garanti Bank, More than PUB,
mediaTRUST Romania, Tailor Ad, Avon, CrisTim, Olla Flowers,
Sameday Courier, Valvis Holding, Maresi, UniCredit Bank, Veka
Medlife, FIVE'S International, Mandragora, Disney,
Danone, Golin, mediaTrust, SmartPoint, Tuborg, Electrolux,
Walmart, Galeriu & Partners, Prime Road Media, MakeSense,
AfiEurope, TVR, Eurolines Unilever, OmniaSig, MakeSense,
The House PR, Allianz Tiriac, URSUS Breweries,
Banca Transilvania, Samsung, Grafitti PR, The CSR Agency,
Traveo, Accent Travel, Eisberg, Ad Production, Philip Morris,
Nestle, Premium Communication, Total PR, 2activepr, L'Oreal Chapter 4,
Bancpost, Cocor, Calif, 4AcePR, Fantazia PR, Public Advisors, Danone,
Update Advertising, Presage, Action PR Group, Oxygen PR,
McCann PR, Grayling, DC Communication, Lactalis, Porter Novelli, Smart Point,
Confident PR, EY, RANEvents PR Agency, Your Link,
Unlock Market Research, Arabesque SRL, Centrade PR and many more!

More than 120
participants!

Reunite with your
community!



Be our partner!

PRomote YOUR BRAND!

Becoming Main Partner means stepping into the spotlight with an unparalleled sponsorship experience. Elevate your brand presence, captivate your audience, and make a lasting impact with our Platinum Partnership Experience that ensures maximum visibility and engagement.

Speech video recording or session, shared on YouTube*

Special invitation in Haute Culture community with 2 invitations for Breakfast with Diamonds or Club Prive for a representant of the company*

Official recognition of the partnership by the moderator during the event

20 minutes speech

Laudatio and handing out one of the awards at the Gala Event

TV spot during the conference, 30 seconds, 2 broadcasts

Creative pop-up corner at the event location

Branded giveaways for the guests

The company logo will feature prominently in all event marketing & advertising collaterals and visuals:

- The partner's logo placed on the event screen visual
- The company logo placed on the event multimedia material
- The company logo projection in the conference room
- Your company will be presented as event partner during the event
- The company logo on the official website of the event
- Mention of the company logo in Biz newsletter
- Mention of the brand in the social media communication of the event
- 5 stories + brand tag on social media platforms of Haute Culture brand*
- Insert in the album saved in Highlights on Instagram platform*

10 invitations at the event

2 articles on www.hauteculturemag.ro

1 banner on www.hauteculturemag.ro header, for 15 days

1 banner on www.revistabiz.ro header, for 15 days

2 pages in Haute Culture magazine

1 Ad in Haute Culture magazine

2 pages in Biz Magazine

15.000 EUR + TVA

****Exclusive Main Partner Benefits***

PRomote YOUR BRAND!

Align your brand with distinction and enjoy exposure as Proud Partner. Elevate your presence at the event with a curated package that maximizes recognition and engagement. Join us and position your company as a vital contributor to success.

Official recognition of the partnership by the moderator during the event

Spoken content: 15 minutes individual speech

Laudatio and handing out one of the awards at the Event Gala

Creative pop-up corner at the event location

Branded giveaways for the guests

The company logo will feature prominently in all event marketing & advertising collaterals and visuals:

- The partner's logo placed on the event screen visual
- The company logo placed on the event multimedia material
- The company logo projection in the conference room
- Your company will be presented as event partner during the event
- The company logo on the official website of the event
- Mention of the company logo in Biz newsletter
- Mention of the brand in the social media communication of the event

Sampling at the partner's corner

TV spot during the conference, 30 seconds, 2 broadcasts

Presence with promotional materials

5 invitations at the event

Mention of the brand in the social media communication of the event

2 articles on www.hauteculturemag.ro

1 banner in header on www.hauteculturemag.ro, for 15 days

1 banner in header on www.revistabiz.ro, for 15 days

9.000 EUR + TVA

****Exclusive Main Partner Benefits***



www.revistabiz.ro

Get in touch!