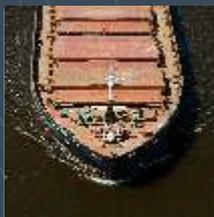




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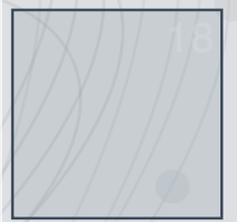


MEDIA RELATIONS SPECIALISTS TO THE
MARITIME AND OFFSHORE INDUSTRIES

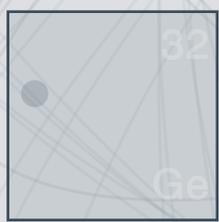




SEABORNE
COMMUNICATIONS



**MEDIA RELATIONS SPECIALISTS TO THE MARITIME AND
OFFSHORE INDUSTRIES**



weare

Experts in effective, trusted trade and technical communications

Seaborne is:

A media consultancy specialising in the engineering, technical and environmental aspects of a myriad of industry sectors, including maritime, power and energy, offshore, and defence.

Seaborne Communications' maritime industry experience and knowledge is unrivalled, with more than 25 years' shipping journalism experience.

Seaborne's marketing and media campaigns are proven to be highly effective and win our clients new business and industry awards.

Where we can, we promote our clients' technical and environmental achievements to the wider public and lobby policy makers in order to consider regulatory change.

Our issue based approach is proven to generate leads, promote and protect reputations, establish executives as experts and 'thought leaders' and open doors for sales teams.

We strive to protect corporate reputations and provide crisis handling and media training to avert any potential adverse publicity or media coverage.

Our vision is to strengthen and support your business development strategy, create opportunities and increase awareness of your company, product, service and executives.

We maximise your exposure in the market place to ensure key messages reach those with influence and purchasing power.

We know what the media wants and we generate content that influences the agenda.

Seaborne talent

Patrik Wheeler, Managing Director

Patrik has a naval engineering background combined with a 25 year career in maritime journalism, publishing and communications. He established Seaborne Communications in 2015 and, in 2016, co-founded Maritime AMC, a company that provides secretariat services to trade associations.

Bill Thomson, Journalist and technical writer

Following a career in engineering design, Bill entered marine technical journalism in the 1980s, working for recreational boating magazines. He then went on to edit some of the shipping industry's foremost titles, including The Motorship, Safety at Sea and Marine Propulsion International.

John Oliver, Journalist and technical writer

With more than twenty years' experience in trade and transportation journalism, media relations and stakeholder management, John joins the Seaborne team of talented scribes specialising in maritime and energy communications. John was formerly the contributing editor at publisher The ABR Company.

Jacqueline Gaffney, Operations Manager

With over twenty years' experience managing key accounts for Unilever, Jacqueline manages all our back-office and administrative functions.

Laura Jones, Arts & Graphics

With over 12 years' of professional design and illustration experience, Laura develops all our bespoke creatives.

Mark Rouvray, Websites & SEO

Providing web design services and support, Mark specialises in developing impacting, user-friendly websites.

The quote below from politician and circus founder P.T Barnum is as relevant today as it was almost 150-years-ago. No matter how big or small your organisation is or how great your systems and solutions are, the market will not know about either unless you tell it.

The most cost-effective, most impactful way of informing existing and potential buyers about your service, product or company is through the media. Editorial coverage is considered an independent endorsement and costs significantly less than print advertising but with a much greater impact.

Our specialisms

- We specialise in the technical, environmental and efficiency aspects of the industries in which you serve
- We maximise your market reach and realise your true commercial potential
- We generate, place and distribute content to a database of over 6500 media outlets globally
- We can translate content into Mandarin, Korean and Japanese
- We build relationships with the media on your behalf
- We monitor the media and provide in depth media analysis of your competitors
- We negotiate advertising fees to get you more space for your budget
- We design and produce eye-catching content for all your marketing needs and in all formats
- We organise and manage your media events and conferences and win you industry awards
- We secure conference speaking opportunities for your executive team
- We manage your social media
- We provide media training and manage crises
- We open doors and create opportunities.

Press Releases
Feature Articles
By-lined Articles
Whites Papers
Technical Papers
Company Profiles
Executive Profiles
Press Briefings/Interviews
Press Conferences & Events
Award Submissions
Conference Speaking Slots
Media Training
Crisis Media
Media Monitoring
Competitor Media Monitoring
Media Buying Advice
Publishing
Brochures & Periodicals
Social Media & Emailers
Marketing & Exhibition Materials
Exhibition Services
Translation Services

**"Without promotion,
something terrible happens:
Nothing!"**

P.T Barnum

our coverage

The content we generate is consistently published across all trade sector publications and online media outlets across the world. We have placed content written for clients in most of the industry's leading publications, including Tradewinds, Lloyd's List, IHS Fairplay, Splash 24/7, China Shipping News and Singapore's Straits Times. All our coverage is posted on social media and on the **Seaborne Communications'** website to increase awareness of your content and promote greater media use.

"Advertising is saying you're good. PR is getting someone else to say you're good"

Jean-Louis Gasse

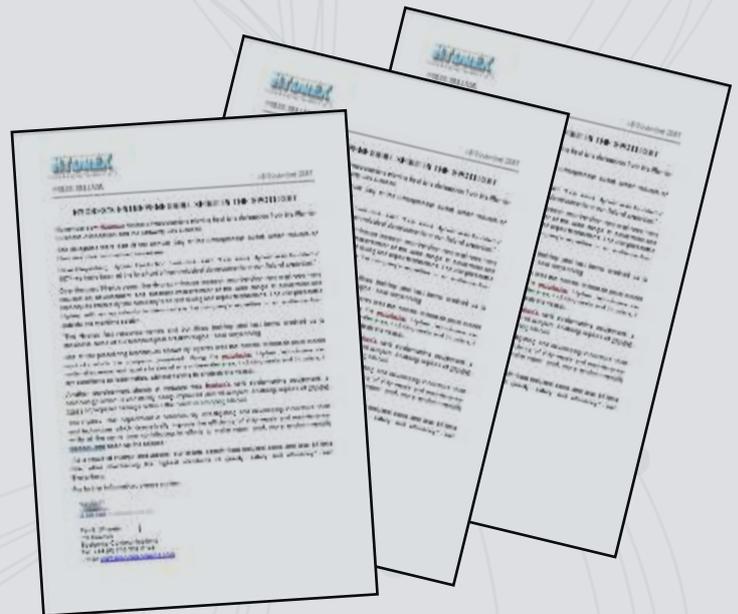


Based on our first-hand knowledge and understanding of what the media looks for in supplied press material, we are trusted to provide content that is well-written, authoritative, informative and factually correct.

The way we deliver your story generates further interest in developing the content as a more in depth feature article and helps towards securing conference speaking engagements.

Our content is typically journalistically-led and issue-based to make more of an impact with your purchasing public.

We find the stories that hide within your organisation and research the background to make your news relevant, topical and attention-grabbing.



our monitoring

Using our bespoke media monitoring solutions, **Seaborne Communications** is able provide optimum monitoring of the online, social and print media content related to your company, its products, services and executives. We will also be able to provide quarterly monitoring of your primary competitor.

Monthly reports:

For each press release or feature article we issue and those we don't, together with any social media content generated by us or by you, we will provide monthly reports, indicating all the coverage we have found. This will include thumbnails and url links together with comprehensive statistical analysis of that coverage.

The data we provide can be trusted to provide an accurate indication of the success we have in increasing awareness of your company, services, products and People.

Using one of the world's largest media bases we track 3 million news articles tracked daily and social listening across 17 different social platforms. We tap into 280,000 media sources globally, including broadcast media and YouTube.

Quarterly reports:

In addition to a monthly record of all captured references, the quarterly statistical analysis we generate will also compare your media presence with that of your main competitor.



Coverage data and media analysis includes:

- Editorial Mentions - the number of appearances in articles
- Potential Reach - the approximate number of article views you appeared in
- Net Tonality Score - the net change in sentiment over the period
- Increase/decrease in exposure over a number of months
- The top media outlets that frequently publish your stories
- The top media influencers writing about you
- The geographical reach of the coverage
- Number of links to your website the coverage generated
- Number of social media shares, including LinkedIn
- Comparative cost of editorial page versus page of advertising.



our designs

Our team of talented graphic designers and illustrators can tailor bespoke designs for your exacting requirements.

Our design capabilities include:

- Corporate logos, branding and ID
- Magazines, brochures & periodicals
- Website design and management
- Display advertising
- Digital advertising
- HTML emailers
- Corporate brochures and flyers
- Business cards
- Exhibition materials
- Exhibition banners & posters
- Corporate gifts

Type Approved to IMO MEPC 227 (64)

ACQ

Priceless

CLARIMAR MF

ACQ Marine's new Clarimar MF advanced black and grey wastewater treatment system is the merchant shipping industry's most effective solution for meeting IMO MEPC 227(64) rules, which entered into force in January 2016.

Small and economical with the lowest running costs of any sewage treatment plant, the Clarimar MF range incorporates the ACO patented Bio-Sound technology.

ACQ Marine, s.r.o.
Mark Beavits - Managing Director
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Czech Republic
Tel: +420 734 011 775
Email: mbeavits@acomarine.com
Web: www.acomarine.com

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- Protects critical data on board 20 brand systems. Proven to block all threats and effectively undetectable
- Zero impact on performance
- Simple to install and control
- Features full 24/7 remote support and software
- Hardware and software on 5 years
- Secure, robust and easy to use from 0 to 100% automation
- Calculate, Warn, Lock, Kill, Kill
- Ares and 24/7 24/7 support network
- Cloud and on-board security and maintenance
- 24/7 on-board and remote, 24/7 on-board and remote

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www.navaldome.com

NavalDome

Built for Tough Environments

Together Thordon's IG100 Shaft Seal with RiverTough Tailshaft Bearings will keep you pushing forward

- Longer wear life than rubber bearings in abrasive marine environments
- Zero stick-slip vibration at lower shaft speeds
- Reduced maintenance costs and downtime
- Simple to install or retrofit
- Emergency seal - safe return to port capability

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2180 POLLUTION | HIGH PERFORMANCE | SPRING & SEAL SYSTEMS

NavalDome
maritime cyber defense solutions

IS YOUR SHIP PROTECTED?

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TERMINAL OPERATORS

PURE WATER
PURE TREATMENT

IMO Type Approved to MEPC 227(64) Incl. 64.2

ACO
TOTAL WASTEWATER
MANAGEMENT

abto
ASSOCIATION OF BULK
TERMINAL OPERATORS

Seaborne Communications offers a range of services to suit your individual requirements and budgets. Our pricing options include:

Traditional monthly retainer

This is based on a set amount paid every month with deliverables as specified to an agreed PR plan, usually based on a fixed number of days per month at a reduced day rate.

Draw down fee structure

Draw down fee structure based on time worked per month with a ceiling limited to overall yearly expenditure.

Hourly/Daily rate

Priced at our hourly/or daily rate. This option is usually the best option for longer one-off projects, such as product launches and detailed reports.

Piece work

Priced per project following briefings received.



All fees are exclusive of VAT (where applicable) and do not include extras such as printing, photography, entertainment of media contacts and travel, which will be agreed upon in advance. Conference management does not include the cost of venue hire, catering or entertainment, which will be charged at cost plus 15% management fee. Additional media, marketing, design and production requirements outside of the scope of supply will be proposed separately.

To understand your requirements so we can put forward a concise and comprehensive marketing communications plan for the year ahead, we will spend an afternoon with you to discuss your commercial objectives and business development strategies, after which we will put forward a complete media campaign proposal and detailed costing.

To optimise your media and marketing strategy, we like to:

- Qualify your strategic aims
- Specify objectives of brand awareness and media programmes
- Identify core services and competencies
- Determine current clients and target clients
- Specify geographical areas of interest/no interest
- Identify customers/buyers and key people you need to influence
- Understand how you currently reach out to the market – mail shots, press releases, press briefings, website, social media, newsletters, advertising, conference speaking, trade shows etc
- Identify target publications – those read by your customers/competitors
- Specify media tools – a mix of features/press releases/interviews/meetings/social media ‘tweets’, photography, etc
- Pinpoint key stories/media hooks/key personalities within group to commence campaign
- Discuss risks, potential crises and methods to detract attention.
- Agree who has authority to approve and sign-off editorial/design/content etc
- Agree who gets clippings/cuttings and in what format
- Agree who controls the programme, commissions, gets reports and pays the bills etc
- Discuss newsletters and eZines and tools for maintaining existing and prospective clients
- Discuss participation at trade shows and conferences
- Identify key potential conference speakers, areas of expertise, potential topics and degree of support needed – identify opportunities, arrange slots, draft talks, PowerPoint, papers
- Consider the optimisation of your current advertising and marketing budgets so any Seaborne Campaign is cost effective
- Sign non-disclosure agreement
- Produce media strategy document
- Implement strategy

servicesolutions

THE FOLLOWING MEDIA SOLUTIONS CAN BE PROVIDED

PRESS RELEASES: The creation of press releases. This will include interviews, research writing, two revisions and approval seeking. Where we can we try to obtain third party/customer quotes to strengthen the release. We are also be proactive in assessing the media for potential relevant Client content, contributions and statements.

DISTRIBUTION: The distribution and 'selling in' of all approved external media content to relevant databases. This includes typesetting and layout to avoid spam folder. We continually update our media lists across all industry sectors. Full distribution and response service covering worldwide broadcast and press media as appropriate.

COVERAGE REPORTING: The provision of a monthly media monitoring and coverage report.

PLACED ARTICLES/CASE STUDIES: The creation of "placed" articles. This will include interviews, writing, two revision and approval seeking etc. Placed articles will be pitched as exclusives and placed in a maximum of two media outlets, typically one US-based publication and one European-based publication, both of which will have global circulation.

MEDIA INTERVIEWS: The Consultancy arranges 1-2-1 media interview and press briefings. These "interviews" could be based on either a telephone/Skype interview or by way of emailed questions from the journalist. The Consultancy works on answers for approval by the Client.

CONFERENCE SPEAKING: The Consultancy evaluates upcoming virtual and physical conferences taking place over period with a view to securing speaking opportunities for Client executives. We can also write speeches and presentations.

AWARD NOMINATIONS: Where appropriate we draft and submit award nominations on behalf of the Client as a matter of course and inform the client.

PRESS CONFERENCES: Virtual or Physical, the Consultancy can implement and manage both virtual and physical press conferences. The Consultancy will advise on the content to be presented, manage and market the event to the media and act as conference mediator. This is a very useful way of speaking directly to journalists and ensuring coverage across a wide sectors.

MEDIA RELATIONS: Pitching and "selling in" client news stories/press releases; dealing with any media information and content requests; promoting client content for consideration in any appropriate media opportunities and facilitating media interviews with client. This may include entertaining journalists from time to time.

CLIENT RELATIONS: This includes working-hour on-call availability and media advice. Daily and weekly emails as and when required. Telephone call, Skype or Teams meetings with executive team to discuss content and AOB.

ACCOUNT MANAGEMENT: This includes photograph sourcing and editing/resizing; forward features and conference monitoring and listings. It also includes, the acquisition and use of third party software solutions to ensure any marketing campaigns meet GDPR and spamming rules.

DATABASE MANAGEMENT: To ensure maximum market reach in terms of media coverage and relevance our database is managed and updated constantly. Any new media market segments the Client wishes to reach can be added to the Consultancy's current database.

PRESS TOUR/EVENTS: The Consultancy can manage a client-led press event or tour. The Consultancy will advise on the content to be presented, manage and market the event to the media, source venue and menus, where needed. We can also manage any journalist travel arrangements and costs.

VIDEO INTERVIEWS & PODCASTS : We can develop short marketing videos and podcasts to promote your activities in visual and audio format for placement on your website and across social media platforms. We can also use these video and podcasts with any press releases to encourage editors and journalists to use the content on its digital media platforms.

servicesolutions

eNEWSLETTER (HTML): The Consultancy can work with the client to design and develop an e-newsletter for distribution to your customer database and Seaborne's database of port operators, ship owners and engineers. This is a useful direct marketing tool with which to attract new customers and inform new and existing customers of company developments and cyber threats. The newsletter will only be distributed to industry only and not the media, unless otherwise stated.

CORPORATE MAGAZINES/BROCHURES: We can design and create content for your corporate magazine, brochure or annual report. The Consultancy will work with you to develop content and aesthetics to produce a high quality publication.

WEBSITE DEVELOPMENT/MANAGEMENT: We can revamp your existing website or develop a completely new website to make it more user friendly, ensuring greater customer and media interaction/engagement and linking content to social media to achieve higher Google rankings. We can manage the day-to-day operation of the website, manage your SEO (search engine optimisation) requirements and generate blogs and other content for your site.

SOCIAL MEDIA WORK: To strengthen and increase your media footprint, we can establish your social media presence, create and post regular blogs and other content and increase your followers organically by establishing new groups to follow etc. We can grow your social media influencers to follow your social media sites, increasing the number of followers and contacts.

SEARCH ENGINE OPTIMISATION: We manage your SEO (search engine optimisation) requirements and generate tags and key words etc to increase the Google Ranking of new or existing websites.

MEDIA TRAINING: The Consultancy can provide 1 and 2-day PR and Media training. Modules cover a brief history of public relations; the role of the press, the journalist and the editor; how PR works and why it fails? Benefits of PR; Differences between PR, marketing and advertising; Social media content: marketing, advertising or news? Understanding what journalists want and how they like it; sourcing news stories, hooks and angles; Press release do's and don'ts; How to write a press release that's used? How to build and manage media lists? Developing media relationships; Press release follow-ups PR campaign planning and strategy.

MEDIA ANALYSIS : In addition to the monthly coverage reporting of any media content issued on your behalf we can provide greater analysis of your media footprint, with amongst other data, readership and geographical statistics. We can also provide analysis of your competitors' media footprint and coverage.

COPY WRITING : The arrangement of media interviews and provision of information by email or phone/skype for bespoke content/quotes etc. Where we can we will prepare answers to email questions for approval or brief client on any telephone/Skype interviews beforehand.

WHITE PAPERS: This includes more extensive research, interviews, writing, revisions/re-writes, approval chasing, sourcing graphics and layout of a White Paper or case study that can be used to promote a particular concept, issue of development. This is usually for direct marketing opportunities but can also be promoted via publishers. This also includes a press release to promote the White Paper and its key points.

MEDIA DISTRIBUTION: Press release distribution service only to our relevant database of media contacts. We do not edit, correct typos or grammatical inaccuracies, layout, or guarantee publication. We also reserve the right not to distribute should the article not meet journalistic standards or copyright and libel law.

MEDIA BUYING: The Consultancy can develop an advertising strategy, liaise with advertising sales personnel and negotiate more favourable deals with publishers to on your behalf. We do not purchase advertising slots on your behalf and works are charged based on our hourly rate.

DESIGN: Our graphics team can create impacting print and digital designs, adverts magazines, mailer and exhibition materials.

MEDIA RELATIONS SPECIALISTS TO THE MARITIME, OFFSHORE,
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