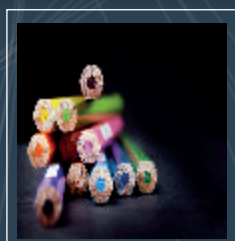
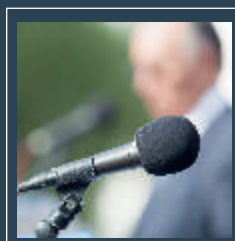


SEABORNE COMMUNICATIONS

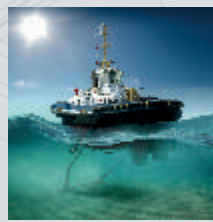
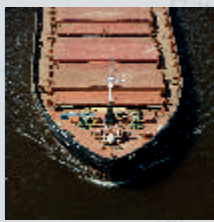


MEDIA RELATIONS SPECIALISTS TO THE
MARITIME AND OFFSHORE INDUSTRIES



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MEDIA RELATIONS SPECIALISTS TO THE MARITIME AND OFFSHORE INDUSTRIES

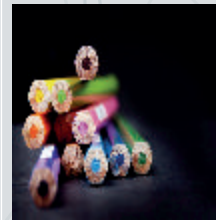
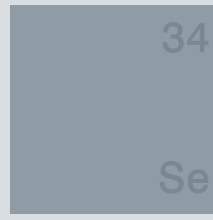
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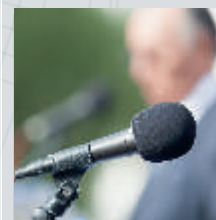
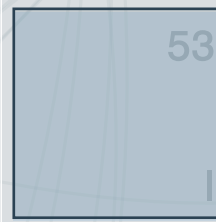


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Experts in effective, trusted maritime and technical communications

Seaborne Communications is a full service public relations and media consultancy specialising in the promotion and protection of companies operating in the global maritime and offshore industries.

The consultancy is led by Patrik Wheeler who, after more than twenty years in maritime journalism and publishing, set up **Seaborne Communications** in 2015 to support the interests of companies with technical or environmental aspects to their operations.

With a commitment to integrity and proactive communications, Seaborne's marketing and media campaigns are proven to be highly effective and win our clients new business.

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.

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

Seaborne Communications provides independent, objective views that offer effective solutions to the challenges your business face.

We know what the media wants and generate content that is consistently published globally, across most leading media outlets.

Above all, we are pro-active, effective, reliable and trusted.

Seaborne talent

Patrik Wheeler, Managing Director

A technical shipping journalist, editor and PR director with 20 years' experience, Patrik has a naval engineering background combined with a career in maritime journalism, publishing and communications.

Bill Thomson, Journalist & Author

A former engineering designer, Bill entered marine technical journalism in the 1980s, working for specialist boating and yacht magazines. He later went on to edit some of the shipping industries foremost technical publications, including The Motorship, Safety at Sea, and Marine Propulsion International.

Jacqueline Gaffney, Operations Manager

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

Laura Jones, Arts & Graphics

With over 12 years' professional design and illustration experience, Laura develops all our bespoke creatives, balancing traditional and digital techniques to ensure outstanding graphics that make an impact.

Mark Rouvray, Websites & SEO

Providing web design services and support, Mark specialises in developing impacting, user-friendly websites. Seaborne web packages include everything you need to get online, including the domain name, hosting, and email.

Our vision

Our vision is your vision: to strengthen and support your business development strategy through effective communications, thus delivering credibility, trust and understanding not only to your target audience but to a wider general public. This shows in our work.

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 maritime and offshore industries
- We maximise your market reach and realise your true commercial potential
- We generate, place and distribute content to over 2000 maritime, offshore, power and energy-related 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 buy media and 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
- We secure conference speaking opportunities for your executive team
- We win you industry awards
- 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
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 in most maritime and offshore industry 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 further 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

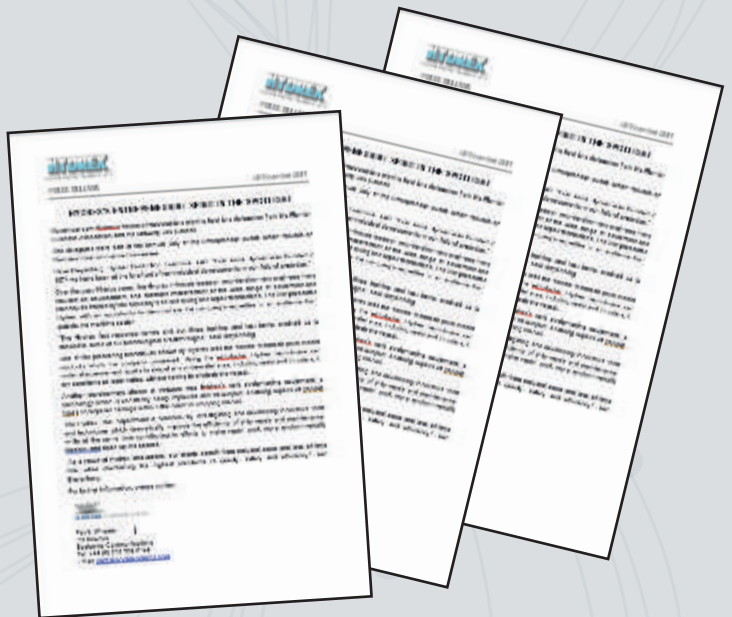


Based on our first-hand knowledge and understanding of what the media looks for in supplied press material, we are trusted to provide content that is well-written, authoritative, informative and factually correct.

The way we deliver your story generates further interest in developing 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 to 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:

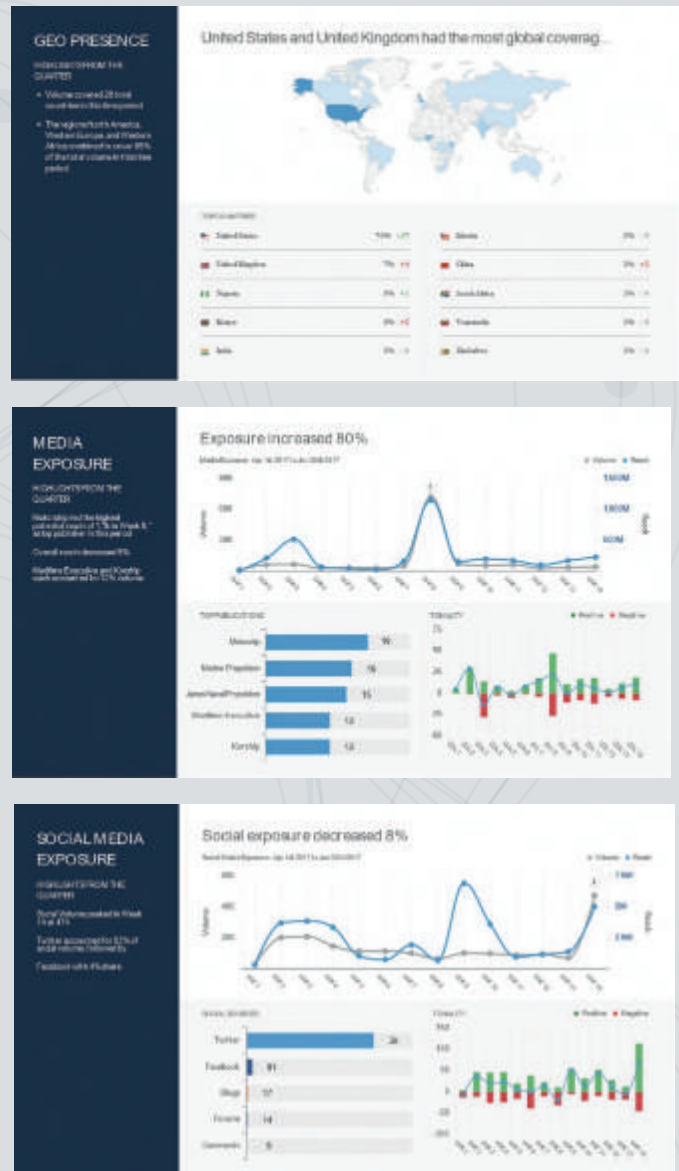
For each press release or feature article we issue and those we don't, together with any social media content generated by us or by you, we will provide monthly reports, indicating all the coverage we have found. This will include thumbnails and URL links, together with comprehensive statistical analysis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

Data will be provided through our cooperation with Gorkana, one of the world's largest media base with three million news articles tracked daily and social listening across 17 different social platforms. We will be able to 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.



ourdata

The **Seaborne Communications** media database is considered one of the industry's most comprehensive, with well over 1500 maritime editors and journalists. With our leisure, offshore, environmental, power, industrial and energy media databases, we have a reach of over 3000 media outlets. We also have an industry database of 8000+ maritime industry professionals. Our media databases cover the shipping, offshore, energy and environmental media across print, digital, on-line and broadcast channels in Europe, Asia and the Americas.

"There is only one thing in the world worse than being talked about, and that is not being talked about."

Oscar Wilde

The Americas

Europe

Africa & ME

Asia

Australasia

The Maritime and Offshore media is extensive, both geographically and content. A myriad of publications - online and in print - focus on a myriad of subjects from the financial, commercial and technical aspects of the industry, to sector specific publications, covering leisure, cruise and ferries, bulk and container ships, ports, insurance, propulsion, water, the marine environment..... the list is endless. Journalists and editors tends to move from publication to publication. We keep track of all these changes.



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 & 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)

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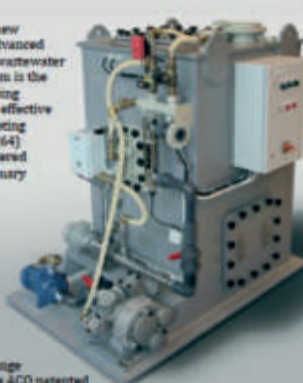


Priceless

CLARIMAR MF

ACO 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.

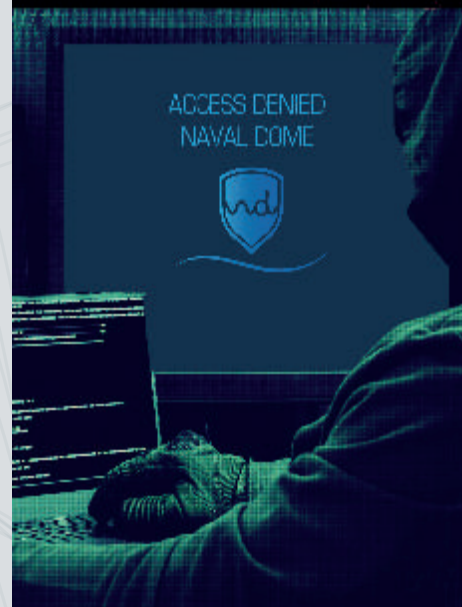
Small and economical with the lowest running costs of any sewage treatment plant, the Clarimar MF range incorporates the ACO patented 'Bio-Sword' technology.



ACO Mark Beavis - Managing Director
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Tel: +420 724 011 775
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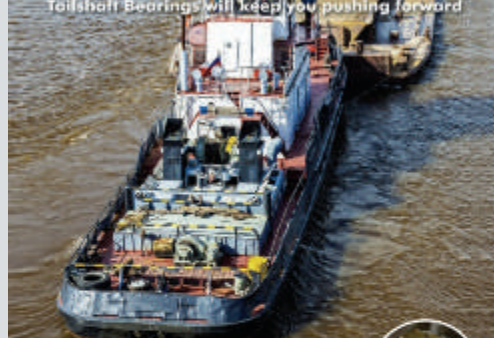
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NavalDome
maritime cyber defense solutions

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ACO
TOTAL WASTEWATER
MANAGEMENT

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ourfees

Seaborne Communications offers a range of services to suit your individual requirements and budgets. Our pricing options are flexible, competitive and 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.



PR IS MORE COST EFFECTIVE
THAN ADVERTISING

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.

whatnext

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
- 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



makecontact



Patrik Wheeler
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