

DIB|M partners in
communications



Donath Business & Media

Public Relations/Public Affairs

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"DBM's approach to Public Relations is to create, modify, enhance, and protect the business environment of DBM clients through creating informed opinions in key audiences based on the creative presentation of truthful information.

The carefully balanced combination of knowledge of the local conditions, the innovative approach to communications, and the experience in work in international partnerships, enhance DBM's capabilities to effectively manage perceptions of key audiences. Adherence to stringent ethical standards, as well as the use of creative communications tools make DBM capable of optimally satisfying the communications needs of its clients."

Michal Donath

Basic Information

- Provides comprehensive public relations and public affairs services
- History:
 - Burson Marsteller CS established in 1991 as part of the international Burson-Marsteller agency network
 - 1998-2010 Donath-Burson-Marsteller is an independently-owned agency, part of the Burson-Marsteller network
 - 2011 DBM changes name to Donath Business & Media
 - 2012 - 2017 DBM was part of IPREX, an international network of PR agencies
- Current permanent staff: 9
- Operating in the Czech Republic and Slovakia
- Address: Spálená 29, 110 00 Prague, Czech Republic
- Czech business identification number: 25661035, EU tax identification number: CZ25661035
- Bank account: UniCredit Bank Czech Republic
- Bank account number: 1125512004/2700

Our Merits

- Unique and creative solutions that meet the clients' expectations not only by realizing the clients' business objectives, but particularly by our strict adherence to the ethical principles of public relations
- Continuous search for opportunities beyond the agreed communications and business objectives
- Creative approaches to the clients' special needs in order to find unique and tailored communications solutions
- Team work based on the implementation of progressive communications disciplines
- Professional quality of services provided by a highly motivated team
- Courage and readiness to communicate on behalf of client in crisis
- Strong technological background
- 24/7 availability

Awards



LEMUR Czech PR 2019 Award: The “Demolition is a Nonsense” project to save the terrace at the DBK shopping center was selected by the competition jury as the best communication project in the categories of Crisis Communication and Services.

DBM has been contributing to the professional and ethical development of the PR field. It has been participating in Czech and international PR competitions since its establishment in 1991. Its activities are governed by the ethical principles of the Stockholm Charter of the International Communications Consultancy Organisation (ICCO).

Other nominated and awarded projects:

- Sabre Awards 2018/European Excellence Awards 2017 nomination
Crisis poetry (Petřiny villa)
- Sabre Awards 2017, nomination
Rehabilitation of old jewish cemetery in Prostějov
- Czech PR Awards 2017, 5 awards
Rehabilitation of old jewish cemetery in Prostějov and Crisis poetry (Petřiny villa)
- PR Daily's Media Relations Awards 2016: Honorable Mention
Rehabilitation of old jewish cemetery in Prostějov
- Czech PR Awards 2011, 2 awards
Czech Eco-farming Support (BILLA)
The Gut Tour 2010 (Onkomaják)
- European Excellence Awards 2010 award
Two flies with one stroke... The TELCO World's First Independent Ombudsman (Orange SK), The Gut Tour 2010 (Onkomaják)
- Sabre Awards 2009 nomination
Two flies with one stroke... The TELCO world's first independent ombudsman (Orange SK)
- Sabre Awards 2008 / European Excellence Awards 2009
"The Adventures of Emil the Pigeon" - English educational for children (The Bell School)
- Czech PR Awards 2008
Flourescent lamps don't belong in the garbage bin! (Ekolamp)
- European Excellence Awards 2008
Slovak media environment survey (Slovak Press Watch)
- Czech PR Awards 2007
Misuse of over-the-counter drugs containing pseudoephedrine for illicit production of methamphetamine (Reckitt Benckiser, Zentiva, GlaxoSmithKline)

Services

Here we want to express our heartfelt gratitude to our clients for the trust they have been placing in us. Since 1991, over one hundred major Czech, Slovak and international companies have been our clients. We have proven our PR expertise and experience in a number of industries and provided PR consulting on a number of topics. We believe that the length of our service agreements is proof of the positive effect of our activities on our clients' business.

- Media Relations
- Internet Relations
- Crisis Management
- Corporate Social Responsibility
- Public Affairs
- PR Strategy Consulting
- Brand Building
- PR Tools and Support
- Advertising
- PR Education

Media Relations

There is no such thing as an information vacuum. When there is a lack of hard information, hearsay fills the gap. The ability to promptly communicate key messages to target audiences can improve perceptions of products and services, but only assuming the basic ethical principles of media relations are respected. It is only these principles which can provide a long term professional relationship with the media based on the quality of information. Building media relations is surely no secret veiled in magic.

Well managed media relations have a major positive impact on company reputation and should not be neglected under any circumstances. Strategy and tactics in media relations are always reflected in DBM-designed PR activities. Our media relations specialists have extensive experience in this field.

Apart from company spokespersons, it is also members of the board or other executives or employees who act as a company's spokesperson. Formulating and communicating key messages is a matter of drill, not talent, and it can be learnt. All communications programs are based on knowledge of media relations and public appearance principles. DBM provides such training and maintains an extensive list of prominent alumni of our training sessions.

- Identification of Key Media Contacts
- Media Monitoring and Analysis
- Media Trip
- Media Training
- Key Message Development
- Q&A Development
- Press Release Writing and Targeted Distribution
- Copywriting
- Press Conference
- Media Placement
- Spokesperson Service

Internet Relations

The internet is an important medium for building relationships with all audiences for all companies, regardless of sector. The internet allows opinions to be received by the entire on-line population, but also opens up novel ways of establishing a dialogue with target audiences. The internet allows for personal communication and helps utilize creative tools for attracting the attention of target audiences. A company's reputation may only improve when the company website provides information relevant for the professional and general public and the company's business associates.

A mere internet presence is not enough today. Beyond traditional communications via the "bricks and mortar" mass media, the Internet provides innovative communications opportunities that we recommend to use if appropriate.

DBM helps clients create effective internet communications strategies, and together with experienced subcontractors provides a variety of internet related services ranging from internet surveys to web video broadcasts and contextual advertising.

- Mediatoolkit for internet monitoring
- Website Development and Consulting
- Social Media work
- Consulting on Blogs, Social Networks, and Specific Applications
- Internet Survey
- Internet Broadcast
- Internet Chat
- Intranet
- Direct Communication with Target Groups through Videomail and VIPmail

Crisis Management

A communications crisis is a situation where the reputation of a company is at stake. No crisis situation though is foreseeable in advance but risks, including communications risks are. Successful crisis management by DBM standards is based on creative processing of available information, on a timely and responsible reaction and on creative communications solutions. No smaller thing is at stake than the company's good name and reputation - its most precious assets. A communications crisis without a prompt resolution may lead to the undermining of customers' and employees' trust and a direct loss of financial and business opportunities.

Crisis Management employs a wide range of public relations tools. DBM has extensive experience in dealing successfully with various crisis situations on Czech and Slovak markets. Seeking counsel in crisis management demonstrates a responsible approach to preventing and minimizing the potential negative impact of any crisis situation.

We are ready to assist you in dealing with crisis situations 24 hours a day, 7 days a week.

- Crisis Communication Management
- Crisis Communications Training
- Crisis Simulation
- Crisis Communications Manual
- Phone and Web Hotline Service

Corporate Social Responsibility

With any company's success, responsibility arises towards its environs, the society in which it operates. Responsibility, which the company itself perceives and which is also expected and sometimes loudly demanded by its fellow citizens. Responsibility, which ultimately becomes a key factor for a truly sustainable prosperity of the company.

Companies often invest significant funds into their corporate responsibility (CSR) projects, but are rarely able to measure their impact. Without a clear strategy and carefully designed processes, the spending on "charity projects" often becomes money sent down the drain. In fact, the company can end up with accusations of corruption in the media, instead of public praise.

DBM has experience with professionalizing each phase of the company's CSR: starting from baseline analysis, through strategy and capacity building, to setting transparent processes for project selection and evaluation.

- CSR Strategy Preparation
- CSR Project Management and Communication
- CSR Project Evaluation

Public Affairs

Decisions made by public administration have enormous impact on the business environment. Every day, political leaders, lawmakers and the civil service make decisions that may significantly influence a company's prosperity. DBM's experts build informed opinions on behalf of our clients at all government levels, reaching cabinet members, parliamentary deputies and senators, as well as regional and local administrations.

DBM provided services in this field as early as 1995, when it successfully lobbied on behalf of Czech small and medium-sized breweries' interests in protecting their tax breaks. That effort helped save the diversity of the Czech beer market and was awarded an IPRA certificate of recognition in 1995. In 2008, DBM received another award for a PA project, Czech PR Award for "Pseudoephedrine Drug Abuse versus Right to Self-Treatment", which it prepared for Reckitt Benckiser, Zentiva and GlaxoSmithKline.

DBM's Public Affairs activities include:

- Building Relationships with Public Administration, Local Government and NGOs
- Legislative Monitoring with the Czech Republic and the EU
- Support to Trade and Diplomatic Missions
- Support to Investment Projects
- CSR Recommendations

Strategic PR Consulting

Strategic consulting in public relations as understood by DBM focuses on the ability to identify and exploit communication opportunities. Utilizing the identified communications opportunities helps our clients forge existing and build new relationships with their customers and/or suppliers. DBM provides strategic PR consulting to board members, executives, marketing departments, internal communication departments, human resources and risk management departments.

Among strategic consulting services, DBM provides:

- Internal Communications
- PR Effectiveness Evaluation
- Identifying Communications Opportunities
- Identifying Sponsorship Opportunities
- Investor and Shareholder Relations, Annual Reports
- Business-to-Business (B2B) Communications

Brand and Reputation Consulting

Brands cast a magic spell on customers. The brand is one of the main attributes when a customer is deciding whether to buy a product or not. A well-established brand does not require discounts or “special offers” to sell. A strong brand is perceived by a customer as undiscounted quality. Brand building is a long-term process which should lead to changes in customers’ perceptions and expectations, and, in the end, to a desired change in customer behavior. Brands apply to fast moving consumer goods (FMCG), as well as business-to-business (B2B) products and services alike.

DBM provides its clients with creative solutions that help effectively communicate key messages to key audiences, while positively affecting clients’ business results.

DBM offers services in these areas:

- Product PR
- Corporate PR
- Product/Brand Market Launch
- Rebranding
- Relaunch
- Product Recall

PR Tools and Support

Production companies usually propose to clients ways of delivering what is demanded from them. DBM, however, provides services at an earlier stage of planning and helps clients search for the most effective ways to communicate key messages. Such an approach brings effective results at lower costs.

DBM's services provided in this area cover event management, internet surveys, internet portal design, brochures, leaflets, newsletters and invitation design. In all our activities we seek to produce materials and events which the participants do not forget after the curtain comes down. DBM provides clients with top-class services especially, including innovative hi-tech services. In 1999 for example, DBM prepared and managed the first ever live internet TV broadcast from the CNTS building.

DBM puts emphasis on the most important element of production management, which is building an interactive relationship between a client and its key audience. In our understanding, public relations is built on a dialogue with target audiences and the communications tools applied should respect this.

DBM's services in the area of PR support:

- Brochures
- CD-ROM/DVD
- Newsletters
- Mass Mailing
- Information Line
- Information Materials
- Leaflets
- P.O. Box
- Invitations
- Event Management

Advertising

There can be situations in Public Relations when one cannot rely on the media's interest to deliver important information, e.g. a hotline number or a product recall announcement. In such cases, placing an eye catching and creative ad can help significantly. DBM has extensive experience with communications via advertising.

We provide our clients with counsel regarding advertisements in crisis management, improving company reputation, brand building and business to business relations, as well as litigation support.

DBM provides services in these areas:

- Advertisement and Advertorial Copywriting
- Media Placement
- Graphic Solutions to Ads and Advertorials

PR Education

DBM offers its customers training in the area of public relations, whose role is to support the development of PR skills among client's professionals and the implementation of PR programs without direct agency support. Our trainers lecture for the "London School of Public Relations" – the educational program organized by the Czech Association of PR Agencies and for the PR Academy at the University of Economics in Prague (VŠE).

Training programs are designed flexibly to meet the varying needs and demands of board members, executives and professionals from the marketing and communication departments. It includes case studies and provides ample time for practical exercises.

Frequently required seminar topics:

- Introduction to PR in the Czech Republic
- Crisis Communications
- Media Relations
- Media Training
- Corporate Reputation and Identity
- Product PR – a viable alternative to advertisement
- Event Management
- Communications Skills Development
- Optimizing Communications
- Support Staff PR Training
- Internet Relations

Key Client Relationship Portfolio

Banking and Finance:

- Advent International
- Czech CFA Society
- ČSOB
- Expandia Banka
- Home Credit
- HSBC
- GE Capital Bank
- Genesis Capital
- Pioneer Investments
- OVB Allfinanz
- Raiffeisen Investment
- Winterthur penzijní fond

Pharmaceuticals and Healthcare:

- Bristol-Myers Squibb
- IKEM
- Iscare I.V.F.
- Johnson&Johnson / Janssen Cilag
- Pfizer
- Reckitt Benckiser
- Roche

Foods and Beverages, FMG:

- Balírný Douwe Egberts
- Bernard
- BEL Sýry Česko
- Karlovarské minerální vody
- Nutricia
- McDonald's ČR
- UNILEVER

Public Sector:

- British Council
- Magistrát hl. m. Prahy
- Ministerstvo školství, mládeže a tělovýchovy ČR
- Pittsburgh
- Úřad vlády ČR
- Turkish Embassy & Svaz automobilového průmyslu
- VoZP ČR

IT and Telecommunications:

- Czech On Line
- 3 COM
- Comdata Group
- Fujitsu Siemens Computers / Fujitsu
- GTS Czech
- Kapsch
- Lucent Technologies / Avaya Czech Republic

Property Development:

- All New Development
- Asociace realitních kancelářů
- Orco
- Housing & Construction
- Skanska

Utility Sector:

- Ekolamp
- IOC (Conoco, Shell, Agip)
- Shell

Transport and Courier Services:

- Ermewa
- United Parcel Service Czech Republic
- Lufthansa

Publishers and Media:

- CME / ČNTS
- Euromedia Group
- Mediacop
- Mediaservis
- Mladá fronta

Philanthropy and Charity:

- NESsT
- Nadace pro transplantace kostní dřeně
- Pražský literární dům

Retail:

- Plus Discount
- BILLA

Professional Services:

- Accenture
- Czech Invent
- Deloitte&Touche
- KPMG
- The Bell School

Manufacturing and Extraction:

- ArcelorMittal Ostrava
- Boeing Aerospace Limited
- České lupkové závody / Ekologie
- Heavy Machinery Services
- IPVIC
- TVX Bohemia Důlní
- Rockwool
- Teijin

Fairs & Exhibitions:

- Incheba
- Reed Exhibitions



Michal Donath
Managing Director

Michal Donath is DBM's Managing Director. He started working in PR in the capacity of General Manager of the Burson-Marsteller Prague office in 1991. In mid-1998, he acquired BM's Czech and Slovak operations and created Donath-Burson-Marsteller. As of January 2011 the name of the agency was changed to Donath Business & Media.

During his career in PR, Michal Donath established himself as a renowned crisis communications consultant. He was instrumental in founding the Czech Association of PR Agencies (APRA). He is a long time lecturer of the London School of Public Relations.

In the past, Michal held a wide range of managerial positions spanning from planning, international and domestic trade, agriculture to transport and healthcare. Having worked for a number of years as a stringer for TIME Magazine and UPI in Prague, Michal enjoys excellent relations with foreign and local media and Czech politicians. Thanks to his language skills in English and German, he worked as translator for key figures of the Czech and Slovak public life including Václav Havel, former president of the Czech Republic.

Michal graduated from the University of Economics, Prague in 1973 with a degree in foreign trade. He also completed a one-year scholarship program at the Institute of Journalistic Sciences of the University of Vienna, Austria.

He is fluent in German and English.



Simona Kopová

Media Relations Director

Simona Kopová has worked for DBM since 1997, currently as a Media Relations Director. She focuses on companies and brands primarily in the areas of health, food, retail and services. She has been working on agency CSR projects for a long time in the field of support for education of gifted children for the Qiido Endowment Fund, social network administration and digital content creation. She participated, for example, in an online project for Home Credit awarded by the Czech PR 2018 Award.

She is a graduate of Media Studies at the Faculty of Social Sciences, Charles University in Prague. She graduated from the Burson-Marsteller University professional training program in the United States, a London School of Public Relations course organized by the PR Agency in Prague, courses in new media and social networking. She was a juror in the professional competition of company publications Zlatý Středník.



Karla Krejčí
Business Development Director

Karla Krejčí joined DBM in 1996. In her role of Business Development Director, she has responsibility for new business development and supporting the growth of accounts. Karla also provides consulting services to clients in the public health, transport and financial services sectors.

Prior to taking on this role, Karla worked as a journalist in “Czech & Slovak Investment News”, an English language fortnightly reporting on the issues concerning business, economy, politics, and law in the Czech Republic and Slovakia. In 1993, she also helped to develop the economy, business and finance reports broadcast on Český rozhlas Praha, the Czech public-service national radio.

Karla is a graduate of the Faculty of International Relations (1995) where she majored in Economic Journalism at the University of Economics, Prague and the Institute of Mass Communication and Journalism at the Faculty of Social Sciences, Charles University in Prague (1998). She broadened her knowledge in communications and public relations studies in a number of specialized programs, for example the Burson-Marsteller University in the USA, Perception Management studies in London and supplementary courses for legal translators and interpreters at the Faculty of Law of Charles University in Prague.

She is fluent in English, with a good command of French.



Jan Laštovička
Freelance Creative Consultant

Jan Laštovička worked for DBM from October 2005 till August 2014 and held the position of Director Creative Communications. He currently works with the agency as a freelance creative consultant.

He obtained his master's degree from the Teaching Faculty of Teaching at Charles' University in Prague in 2004. During his studies he spent six months at Seminarieret for Formgivning in Nykøbing, Denmark, where he studied graphic design.

Prior to joining the agency he worked in the design department of Porcela Plus a.s. His designs are also being used by Karlovarský porcelán a.s.

In September 2006, he was awarded a Diploma in Public Relations by the London School of Public Relations, a certified course organized by the Czech Association of PR Agencies.

Jan is fluent in English.



Monika Nováčková
Consumer Relations Consultant

Monika Nováčková started working for DBM in March 2015 in the capacity of Consumer Relations Consultant cum event organizer and provides administrative support on a number of client accounts.

She graduated with honors from the Mendel University in Brno. In June 2014, she completed her master's degree in Technical Expertise and Expert Engineering. Outside of her university curriculum, Monika took a specialized course in Social Pedagogy with focus on education and social services.

During her studies she acquired some hands on experience while working part time in various companies. For example in Tenza, a Czech company providing complex services focused on building and renovating heat and power sources, and Authentica, POP & POS Solutions specialized in designing and creation of design products.

She has communicative English skills, and continues in deepening her speaking and understanding skills.



Josef Průša
Chief Information Officer

Josef Průša has worked for DBM since June 1996 as Chief Information Officer.

Prior to joining DBM, Josef worked for computer periodicals as a lab technician and reviewer. He has published articles in PC Magazine Czech Edition, and in Computer World and PC World magazines published by IDG Czechoslovakia. He has also worked for FCC Folprecht as a software and network specialist.

He is a graduate from the Czech Technical University - the Electrotechnical Faculty.

He is fluent in English and conversational German, Russian and French.



Romana Tomandlová
Consumer Relations Consultant

Romana Tomandlová has been working at the agency since autumn 2021 as a Consumer Relations Consultant.

Previously, she worked in companies specializing in branded fashion. There she worked as a regional manager - operation of all stores, then worked closely with a construction company where she worked as an administrative employee and then in the same field at Renocar a.s. - sales of BMW and MINI cars.

Romana completed her secondary studies in 1991.

She speaks partly Russian.

24/7 Stand-by

Emergency contact for the Czech Republic and Slovakia:

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