

+ Our services | 2018 +




smartcom
corp



WHO WE ARE +



International Partner:

latamPR™

OUR MISSION AND VALUES

Smartcom's mission is to support organizations in the effective management of their corporate communication processes with key audiences, offering integrated solutions, 360 degrees, to help them build valuable relationships, position their corporate image, enhance their brands and build a positive reputation in the market to support their business plans.

We share the following values as part of our culture:

- Innovation
- Teamwork
- Honesty and Ethics
- Dynamism and Flexibility
- Quality
- Focus on results and customer needs



We



- ▶ **2018** We are oriented to create and develop tailored Brand experiences to fulfill branding goals, relationships and training goals. Introducing advisory services to promote SMEs
- ▶ **2017** We continue to grow and improve, with the vision of being a strategic partner to our customers and be the best cost / benefit option for companies. With that objective in mind we are in the process of expanding our reach to other markets.
- ▶ **2012** We opened our office in Panama, as an independent company, consolidating our regional expansion plan. The same year we open the departamento of in company training.
- ▶ **2011** We incorporated Digital Communication Services, including Social Media Planning and Content; as well as strengthened the Creativity and Design department, in order to offer our customers updated "turnkey solutions" to their evolving corporate communication needs.. That the same time, our advertising services focused more on alternative media and BTL activations. That same year we partner with Latampr Network and Eurocom Worldwide.
- ▶ **2009** We incorporated a great deal of industries and sectors to our customer base, including: oil and energy, technology and telecommunications, healthcare and pharmaceutical, cosmetics, consumer goods, logistics, franchising, banking and insurance, as the most important.
- ▶ **2006** We restructured our services within five categories: Press and Public Relations Management, Internal Communications, Corporate Event Production, Advertising Campaigns, Trade - Marketing and BTL activations. The same year we opened our in - house Creativity and Graphic Design.
- ▶ **1999** Smartcom was born in late **1999** in Venezuela as a public relations consultant specializing in franchises.

BRANDS THAT HAVE TRUSTED US



BRANDS THAT HAVE TRUSTED US



CICLODIGITAL



cy:zone



GRUPO mistral

Knowledge Group
Leading edge tools for education

La Santé



GERENTE



We provide 100% integrated

Marketing Communication Solutions customized for each Brand.

SPECIALIZED EQUIPMENT
IN DIGITAL MARKETING

01

Experience in
multiple industries

Great experience with
global customers and
regional projects

02

We innovate with each project, providing
a distinctive design
and communication solutions, which are
capable of transcending the
communicational barriers

03

"In house" graphic
design, and event
production departments

Our event production company
is equipped with the latest
technology in audio, video,
lighting and structures: as well as
highly trained technical staff

We are an internacional agency with strategical allies in Latin America and the United States.

SERVICES





BRAND EXPERIENCES & EVENTS

- Conceptualizing, producing and directing "turnkey" corporate events: product & service launching, press conferences, brand experiences, anniversaries, rebranding, sales or strategic planning conventions, client or sales meetings, teambuilding activities, holiday celebrations, among others.
- Trade marketing strategies as well as activations Below The Line (BTL).
- Media planning and advertising campaigns in traditional and alternative media.
- Conceptualization and production of direct marketing campaigns and e-mail marketing.

ENDO MARKETING



- Design and management of communication channels such as: publications, newsletters, campaigns, among others.
- Advisor and expertise for internal communication needs, strategic planning, welcome kits, internal communications manual, corporate culture campaigns, employer branding campaigns, training in communication, metrics.
- Endo - marketing campaigns to inform, educate, influence and / or motivate employees and workers of the company.
- Voluntary corporate programs.

PUBLIC RELATIONS AND MEDIA MANAGEMENT

■ Brand and product communication:

Branding strategies, product and service launching and presentations, brochures and videos of products or services, communications tactics for trade shows, free-press services, among others.

■ Institutional communication:

Development of audience mapping and news-angles positioning, preparation of speeches and multimedia presentations, conceptualization and production of videos and printed magazines/brochures, communication strategies for Corporate Social Responsibility programs.

■ Press Office:

PR and press office services for various purposes, media tours for corporate spokespersons, meeting planning for events or activities with press, lobby to push free-press, analytics for competitive environment, media monitoring and reports.



CORPORATE TRAINNING



- Effective communication management seminars and trainings.
- Workshops for effective personal communication tools.
- Formal training for spokespersons: proper management of their communications with key audiences and effective crisis management.
- Training workshops on quality of service and customer orientation.
- Design and development of educational programs for strengthening personal skills and managerial skills associated with effective communication, leadership, teamwork and other competences, using the methodology of TEATRO FORO.
- Workshops on strategic management of social media.



- Graphic design, videos and animations.
- Audits of Corporate Image.
- Logos, Identity development and Brandbooks.
- Creativity and design services for campaigns and tactics for internal and external communication strategies.
- Modeling 3D objects
- Renderings (offices, spaces, vehicles, assembly of events, etc)
- Development of modern corporate presentations and in lively interactive formats, video, resources attractions.
- Design of communicational channels: magazines (printed and digital), interactive boards, brochures, newsletters, among others

BRANDING & CREATIVITY



DIGITAL **MARKETING**

- Strategic Plans for digital marketing and social media.
- 2.0 Services: content management, social media management, influencers management, analytics and reporting.
- Creativity and media planning for digital campaigns.
- Transmedia narrative strategies.
- Web & apps Design and optimization.
- Multimedia digital newsletters and email marketing campaigns.





PANAMÁ

Verónica Hernández

Country Manager Smartcom PTY

vhernandez@smartcomcorp.com

smartcompanama@gmail.com

☎ (+507) 831.55.54 - 📱 (+507) 676.10.796

Gianmario Mingarelli

Director Smarteventos

gmingarelli@smartcomcorp.com

☎ (+507) 831.55.54 - 📱 (+507) 676.10.863

Torre Global Bank, calle 50, Piso 32,
Ofic. 3203, Ciudad de Panamá.

OFFICES

VENEZUELA

Desirée Lozano

Gerente de Cuentas

dlozano@smartcomcorp.com

☎ (+58212) 992.86.20/ 97.21 / 82.33

Av Ernesto Blohm, Torre Diamen,
piso 9, ofic 98. Chuao, Caracas, Venezuela.



Smartcomcorp



Smartcomcorpl



www.smartcomcorp.com

TODOS LOS DERECHOS RESERVADOS