



**Tikkun Fenix** ®

Company Profile

The structure, Organization, Services, Team and Partners



## Company Profile 2011



*Social Network  
 Aggregation  
 Social Media  
 Optimization  
 Image Aggregation  
 Relazioni Pubbliche &  
 Media Relations  
 Corporate Identity  
 Community Relations*

*Sponsoring  
 Business Coaching  
 Business and  
 Managerial Coaching  
 Online Brand  
 Reputation  
 Business Development  
 In Marketing &  
 Communication*



**Communication & Marketing Consulting**

*Political  
 Advertising  
 Political Consulting  
 Traditional Political  
 Marketing  
 Grassroots Political  
 Marketing  
 Internet Marketing  
 Consulting  
 Social Media  
 Marketing  
 Reputation  
 Management  
 Online Identity  
 Management  
 Internet Visibility  
 Web Development  
 Twitter Followers  
 Blogging  
 Micro Blogging  
 Brand Strategy  
 Online / Outline Public  
 Relations  
 Mobile Marketing*

*Corporate Social  
 Responsibility  
 Institutional  
 Communication  
 Management  
 Consulting Company  
 Political Marketing*





Comunicazione Integrata ed Istituzionale | Pubbliche Relazioni  
| Media Relations | Ufficio Stampa | Marketing Politico ed Elettorale  
| Promozione Eventi, Fiere e Congressi | Consulenza Gestionale Aziendale  
| Business Development | Sponsoring | Responsabilità Sociale d'Impresa  
| Business Coaching | Comunicazione Efficace | B2B | ECM



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## Tikkun Fenix® Profile

### Introduction

**Tikkun Fenix®** has been registered as sole proprietorship in Italy. It will provide a full service public relations, advertising, marketing, b2b, and political consulting agency headquartered in Italy, Genoa. It delivers quality work and solid results to a select group of clients.

We have already started to provide this service and customer reaction has been excellent, with many of the local pet stores recommending the service to their own customers.

It has been running now for 3 years and turnover is slowly increasing. We are looking to expand rapidly and seek both additional b2b opportunities and investments or partnership.

### The Market

The timing is right for expanding this new venture. Integrated Communication Services in MKT & Sales are playing a larger role in present and new markets, and working people are choosing to provide them with a good work-life balance.

**Tikkun Fenix®** is a new way to communicate business in order to develop business with efficiency and cost-effective.

### TIKKUN FENIX® THE PERFECT PARTNER FOR INTERNATIONAL COMPANIES ENTERING THE ITALIAN MARKET.

In these days the challenges are more difficult and the competitive landscape is constantly in a state of rapid change. You need a reliable and skilled guide to navigate you through the difficult terrain of the marketplace: a Press-Agency able to speak your "language" and very proactive in broadcasting your core-business view to the right media and opinion leaders...

We can also support you in finding new local partners (dealers or distributors), or managing in outsourcing your present and future suppliers, in the roles of Business Developer and Partner Manager. Of course, we may organize Incentive events for your top Accounts and Prospects as well.

- **Tikkun Fenix®** can be a valid support for international companies who want to **develop new business on the Italian market** by detecting the best strategies in terms of product positioning politics and distributive channels.
- **Tikkun Fenix®** is one of the most new professional and dynamic innovative structure among Italian marketing and communication agencies and can nowadays be the perfect partner for companies to **collect all the necessary information to get successfully into the Italian market.**
- **Tikkun Fenix®** can also provide international companies already present in other countries strategic market tests to **get successfully into the Italian scenery.**
- **Tikkun Fenix®** is also propose itself as a qualified partner for foreigner agencies needing to **promote their clients business in Italy**

### HOW WE CAN HELP THE BUSINESS

Behind each business lies a great story. How well this story is told is the key to your success. Whether your company or organization is just getting started, or has been providing quality services or products for many decades, the decisions you make in regard to your sales, marketing and advertising needs are critical to your success. To obtain the best get in contact with **Tikkun Fenix®** right now.

We offer one free consultation today and try how easy and cheap is the Outsourcing Marketing. **Tikkun Fenix®** can play a dramatic role in increasing revenues, profits, brand awareness and customer loyalty for your business. A skilled agency that deeply cares about your business can provide a lasting and prosperous partnership for years to come.

3



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We are particularly strong in the ICT Automotive, IT, Energy and BioEnergy industry but innovative for all Small Medium Business Companies knowing very well the Italian Market !

**Global communication in a single solution** : The entire **Tikkun Fenix®** philosophy is cost efficiency !

In a single structure clients find the right competences for a global vision of their marketing and communication activities.

- A single partner who develops an in-depth knowledge of the market in :product, target, purchase mechanisms.
- Totally coordinated and coherent communication
- A complete view of corporate communication
- Greater efficiency in the passage of briefs.
- Optimization in the management and distribution of financial resources.
- The creation of a true partnership relationship and total target sharing

4

#### The Service

**Tikkun Fenix®** thanks to its wide knowledge of the world of communication, can guide you through the mass media jungle, supplying the correct instruments and focusing on integrated communication.

- **Press office** : Rather than advertising campaigns, which offer immediate visibility, the work of a press office gives its results over time, thanks to patient, methodical work. Years of experience in the sector of communication guarantees contacts in all of Italy's main editorial groups, built up over time, through trust and professionalism. Obtaining the publication of articles and press releases means ensuring that the message gets through to selected recipients and is read with in a positive way by the correct people. We have the trust of the editorial world and deal with journalism that counts, allowing us to offer our clients the competence and experience of professional journalists in all specialized sectors.
- **Public Relations** : Know-how and experience allow us to effectively help you in finding and contacting the correct professionals and in choosing the best venues for your events. The world of media is overcrowded and dispersive. **Tikkun Fenix®** helps you to deal with the mass media jungle, supplying the necessary tools for integral communication at 360°.We communicate your message in an innovative way, not just through simple adverts but above all by using special events, aimed at clients, technical contacts and other specific targets, that will enable you to strengthen your image and obtain visibility even beyond your market of reference. One PR agency in Genoa, and the other in Rome. One could almost say: we have one eye looking at the future, towards innovation and creativity, and another eye on the values, innovation and "new green economy deal".
- **Advertising** : Based on various elements, the needs of the client, targets, aspirations, **Tikkun Fenix®** undertakes ad hoc studies to ensure that they advise their clients in the best possible way on where, how and when to invest in advertising. All this is due to the staff of **Tikkun Fenix®** and their profound experience and knowledge of the world of communication.
- **Integrated Services** : **Tikkun Fenix®** offers its clients integrated services for effective and complete communication. Advertising, audio visual graphics: we can produce brochures, films, catalogues and everything necessary for effective communication. The fantasy of the communicator, who can offer clients every possible instrument that multimedia can allow, comes into play to enable a break out from obscurity, finding the right formula so that the message arrives at its destination before and in a better way than the others.



Member of the EPF e. V.  
TV - Radio - Online - Newspaper - Magazines - Blogs - Publications

IABC INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS



4



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- **Special Events:** An area that deals in a specific and creative way with conventions, meetings, company parties, events and prize operations: efficient communication instruments for companies that intend to reach their public in a strategic and measurable way.
- **New Media:** Thanks to our Networking Partners we can offer a wide range of new media solutions. Successful web Marketing built on on-going consultation, a made-to-measure technical and creative project, high performance technical services for the establishment of Internet and multimedia projects perfectly integrated with corporate communication policies.
- **Business Communication :** Tikkun Fenix® has developed it a special sensitivity to the topic of in-house corporate communication, seen as an indispensable complement to external communication actions. Strategies and instruments for improving the dialogue between people working in the company including the devising and setting up of specific and personalized training programs.
- **Message Development :** Ads are the end product of message development, not the beginning. The groundwork for ads is laid down long before the first script is written. We work with the campaign to develop a message that genuinely reflects who each candidate is and what he or she believes.
- **TV and Radio Advertising:** From script writing, directing and producing the film shoots, to editing the final product, we take ads from ideas to reality. Unlike other media firms, we will never hire an outsider or freelancer to direct our shoots. A principal partner will always direct the spots for our clients.
- **Crisis and Strategic Communications:** Because we have so much experience in all aspects of campaigns, we know how important it is to deal with problems quickly. We're available 24/7 to help campaigns deal with problems before they become crises. We're political strategists as well as ad makers and we advise campaigns every step of the way, whether it's a political problem or a problem with the press.
- **Internet Strategy :** Every day the internet becomes more important in our daily lives, especially in political campaigns. We are committed to improving the use of the internet in campaigns through the use of video and by integrating the web operation into the overall structure and message operation of campaigns. We provide these services through our affiliate company, Bull's-eye Interactive Media, or can work directly with your existing web firm.
- **Media Placement :**We work closely with Media Strategies & Research to buy time as efficiently and smartly as possible, giving our campaigns the best bang for the buck as possible.
- **Media Training and Speechwriting :**We often provide training for candidates to get them more comfortable in front of a camera, giving a speech or answering reporters' questions. We also often write stump speeches and/or announcement speeches, incorporating the campaign message and ensuring consistency with other aspects of the campaign, including paid advertising.
- **Debate Preparation :**Rarely do campaigns win an election in a debate, but many campaigns have lost elections in debates. We coach candidates on debate strategy and often lead debate prep for our campaigns.
- **Political Consultancy Services:** We provide our clients with the highest level of strategic and creative service. Whether it's a statewide race or municipal election, a challenger in a crowded primary or an incumbent facing a tough re-election fight, we have proven we know how to win. We are proud of our reputation for giving clients the attention they need and deserve. We will work closely with your staff and other consultants, and produce persuasive ads quickly, creatively, and cost-effectively. Tikkun Fenix® will be with you every step of the way to victory.



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The full-services will be dedicated to consistently providing high customer satisfaction by rendering excellent service, quality pet care, and furnishing a fun, clean, enjoyable atmosphere at an acceptable price.

### The management

All manger have many years of experience in service industries and one has a good background. Full biographies are available upon request.

A mix of experience and innovation – this is **Tikkun Fenix®** . We are professionals with years of successful work in the field of communication. Tikkun Fenix® is trained in communication in the highly specialized sectors of journalism and publishing thanks to the experience and competence of professionals team members.

**Tikkun Fenix®** was born from the experience of a prepared and enthusiastic staff, with the mission to offer specialized services for industrial and professional communication needs. The agency maintains trusting relationships with a small number of strategic suppliers, in order to guarantee a quality level that remains constant over time.

### How we work

**Tikkun Fenix®** provides companies with an organized structure that helps its clients achieve their growth and development targets through the devising and application of strategies of: integrated press office, communication and advertising agency, specialized in creating personalized and innovative communication services.

We promote our clients based on the idea of complete and innovative communication at 360°, from advertising, to image consultancy, from choosing the best communication and business development methods to the creation of events.

**Our customized approach** combines deep insight into the dynamics of companies and markets with close collaboration at all levels of the client organization. This ensures that our clients achieve sustainable competitive advantage, build more capable organizations, and secure lasting results.

We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

We think creatively and partner with our clients to solve their toughest challenges. By taking a holistic, analytical approach to our clients' most challenging issues, we are able to develop solutions that deliver lasting value.

### Professional Ethics

**Tikkun Fenix®** operates in full respect of professional ethics by avoiding overlapping clients present in similar markets. Furthermore, fully aware of the responsibilities deriving from its work, it promotes the "sustainable communication" philosophy and fully by the following Ethic Code.

- **IPRA** (INTERNATIONAL PUBLIC RELATIONS ASSOCIATION)
- **IABC** (INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS)
- **EPF** (EUROPEAN PRESS FEDERATION)
- **AICOP** (Associazione Italiana Consulenti Politici)\_
- Agenzia di **Lobby & Public Affairs** presso **COMUNITÀ EUROPEA** num. registro 54124084378-25
- **Ref. Organizzatore ECM:** provider n° I5320



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TIKKUN FENIX® IS ALSO OFFICIAL MEMBER OF:



### ASSOCIAZIONE DONNE IMPRENDITRICI

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PRESIDENTE : DOT.SSA ROSANNA FANELLI - VICEPRESIDENTE : DOT.SSA ANTONELLA SILIPIGNI



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### ASSOCIAZIONE NAZIONALE FORMATORI DELLA SICUREZZA SUL LAVORO

CF 97524290588

SEDE NAZIONALE:

VIA DI S. STEFANO 6/B 00061 - ANGUILLARA SABAZIA (RM)

TEL. 800.589256 MAIL: [INFO@ANFOS.IT](mailto:INFO@ANFOS.IT)

Tikkun Fenix®



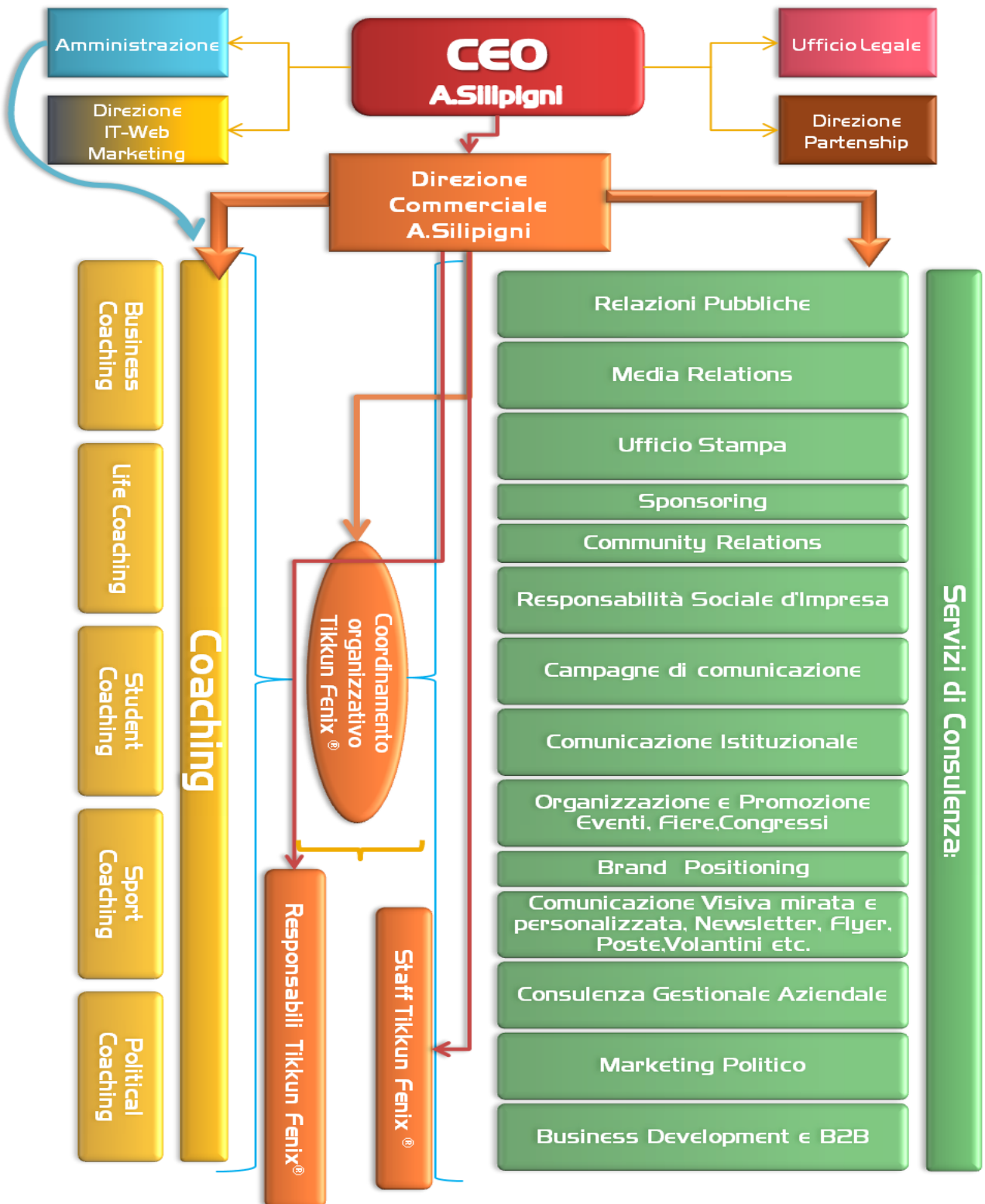
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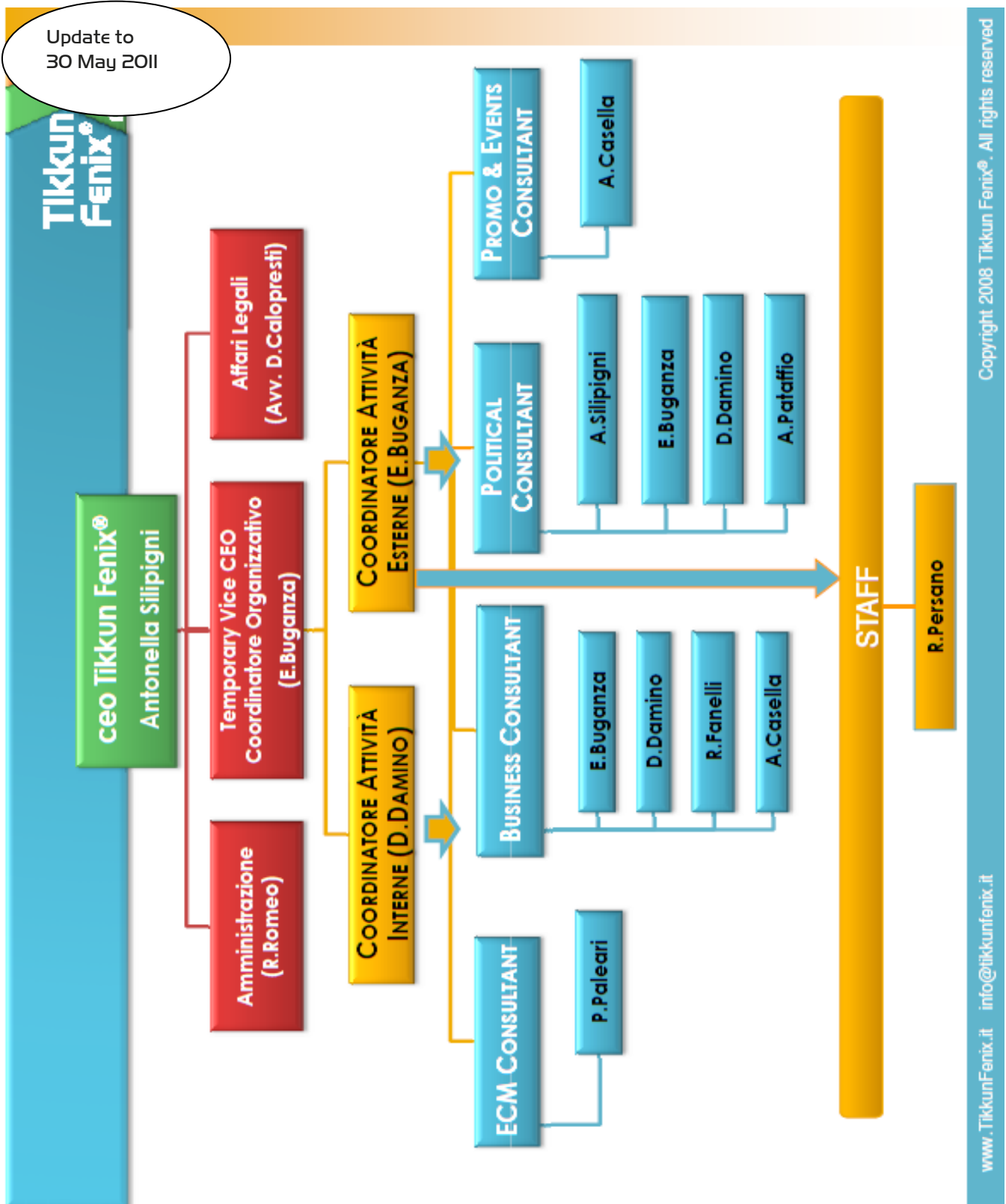


## TIKKUN FENIX® BUSINESS AND MANAGERIAL STRUCTURE





## TIKKUN FENIX® NETWORKING TEAM





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## Antonella SILIPIGNI

CEO TIKKUN FENIX®

### EDUCATION

Bachelor of Science in Political Science and International Relations [USA], MBA Master's Degree: in Marketing [USA]

### VOCATIONAL TRAINING

Business English Professional [UK], Press Office Administration Professional Italy]

D.Lgs. 626/94 Health & Security Certification Programme -[Italy], Marketing & Communication Strategy Certification - [Italy] ,Public Speaking Certification Rome [Italy]

### MEMBERSHIPS

IABC (International Association Business Communication), IPRA (International Public Relation Association), EPF (European Press Federation).

### PROFESSIONAL EXPERIENCE

From 2008 ceo Tikkun Fenix®

2006-2007 *External Affair Manager-*

2005-2006 *PR-Lobbyist senior (Government and Community Relations)*

2001-2005 *After Sales Marketing Specialist , Market Analyst 2000-2001 Problem Solver Specialist*

2000-2001 *PR Advisor per alcuni organismi politici ed associazioni di categoria*

1998-1999 *CRM Advisor per alcune aziende di ITComunicazione e Finacial*

1990-1999 *Consultant in Public and Institutional Relations for some political organizations, political campaigns*

10

## TEAM Network Consultants TIKKUN FENIX®:

ceo Tikkun Fenix®	Antonella Silipigni
Administration	(R.Romeo)
Temporary Vice CEO / Organizing Coordinator	(E.Buganza)
Internal Activities Coordinator	(D.Damino)
External Activities Coordinator	(E.Buganza)
ECM Consultant	(P.Paleari)
Business Consultants	(E.Buganza - D.Damino - R.Fanelli - A.Casella )
Political Consultant	(E.Buganza - D.Damino - A.Pataffio )
Promo & Events Consultant	(A.Casella)
Legal Affaires	(Avv. D.Calopresti – Avv. F.Zuccarino)

### PARTNERSHIPS:

GADGETING BUSINESS COACHING	Winning s.a.s – Lauragrafica
WEB SOLUTIONS	Servizi per l'Innovazione sas
G.T. BUSINESS COACHING SCHOOL	GIURISERVICE srl

### WHERE WE ARE

TIKKUN FENIX® HAS TWO OFFICES: ONE IN GENOA WHERE WE CONTACT, MAINTAIN AND INCREASE OUR CLIENT BASE AND THE OTHER IN ROME, WITH SEVERAL OF PROFESSIONALS PARTNERS LOCATED WIDELY IN ITALY !  
 WE WOULD BE VERY HAPPY TO HAVE YOU AS A CUSTOMER.



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