

Press Information

From Stuttgart to New York

oha communication's Verena Engenhardt gains experience abroad in the Big Apple

Stuttgart/New York, September 23, 2009 – Verena Engenhardt from Stuttgart's PR agency oha communication is now working in New York. Until the beginning of January 2010, she is gaining experience abroad at the agency for Corporate Public Relations Spector & Associates, Inc. The team mainly works for customers in the fields of healthcare and technology and advises them in all questions of communication. Verena's stay is supported by „Internationale Weiterbildung und Entwicklung gGmbH“ (Inwent) with a stipend.

“For me, it always has been a dream to spend some time abroad”, explains Verena Engenhardt. “It is very interesting to experience, which similarities and differences to Germany there are. To live and work in the Big Apple is breathtaking – an amazing experience.”

“Experience abroad is very important if you want to advise customers in questions of international PR”, says Oliver Hahr of oha communication. “With curiosity and courage, you can learn very much – also about yourself.”

“In the USA, online-PR, social media, blogs and services like Twitter are more commonly used than in Europe”, explains Shelley Spector. “Verena will surely take interesting findings back to Germany. But we also learn from her how PR in Germany works.”

The close collaboration of oha communication and Spector & Associates results from joint projects for internationally active customers. The co-operation will be developed in the future, for example by working together in new projects and further exchange of employees.

The internship in the US is being supported by a stipend from Inwent. On behalf of the government, the German economy and the federal states, Inwent offers exchange and stipend programs for young people. They get the opportunity to gain

work experience worldwide and to experience foreign cultures firsthand.

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Picture: oha communication's Verena Engenhardt (left) gains experience abroad with Shelley Spector (right) and her team, source: oha communication

The picture in pintable quality is available from Oliver Hahr (oliver.hahr@oha-communication.com, Tel. +49 711/50 88 54 82-1).

About oha communication: *oha communication is an agency for Public Relations. The team supports companies in attracting the attention of selected target groups. In particular while developing international communication, oha communication is a qualified partner. The services include profiling, strategic and country-specific PR advisory as well as the coordination and implementation of PR-activities. oha communication was founded in 2007 by Oliver Frederik Hahr and is headquartered in Stuttgart, Germany. For more information about oha communication, visit www.oha-communication.com.*

About Spector & Associates: *Spector & Associates, Inc. founded in 1991, is recognized as one of the premier corporate public relations firms in the USA. Instead of just "doing publicity", the team develops meaningful image-building campaigns intended to generate news. At the same time, these campaigns generate employee goodwill, respect in the community, enhanced recognition by Wall Street, and a firm foundation for growth. After 9/11, the agency played an active role in the recovery of small businesses in Lower Manhattan, New York City. Spector & Associates, Inc., is further the home of the international "Museum of Public Relations". Established in 1997, this website has become recognized world wide as a leading source of information on the history, practice and people of public relations. To find out more about Spector & Associates and the "Museum of Public Relations", visit www.spectorandassociates.net and www.prmuseum.com.*

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