

Press information

Back from the Big Apple

After four months in New York City, Verena Engenhardt is now back at oha communication

Stuttgart, February 10, 2010 – Verena Engenhardt from Stuttgart’s PR agency oha communication is back in Germany. The PR Consultant spent four months in New York City. At the agency for Corporate Public Relations Spector & Associates, Inc. she attended customers in the fields of healthcare and technology. Thereby, she experienced how PR works in the USA and brought interesting findings about the use of social media back to Germany.

„In the USA, one tries to make even complicated issues a public topic and to initiate a discussion”, Verena Engenhardt explains. “Thereby, not only classical PR instruments are used but also new media such as Twitter, Facebook and Blogs. Using these platforms has become an important part of PR.“

The market researchers from Nielson counted 142 million unique visitors of social media and blogs in December 2009. In the worldwide ranking, Germany is on fifth place with 28.8 million visitors. The trend continues: online media and social networks are becoming more and more important.

„At Spector & Associates, I learned very much for my professional development”, Verena Engenhardt says. „But also for my personal life, I experienced many new things. The city is so full of energy, it is electrifying. There is always something to discover. Life in New York is simply amazing.“

Not only has the partnership between oha communication and Spector & Associates, Inc. been intensified during Verena Engenhardt’s stay abroad. “We made some interesting contacts with potential partners and service providers” says Oliver Hahr, PR consultant and founder of oha communication. “With their help, we can support our customers even better in reaching the American market.“

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Picture: oha communication's Verena Engenhardt spent four months in the Big Apple and learned how PR works in the USA. Source: oha communication.

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oha communication is an agency for international public relations. The team supports companies in attracting the attention of selected target groups, in particular in the fields of design, technology and healthcare. The services include profile development, 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: www.oha-communication.com.

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