

## **WISSE KOMMUNIKATIE / THE NETHERLANDS**

### **AFAS ERP Software Sponsors AZ Football Club**

Since August our client **AFAS ERP Software** has been the new main sponsor and the stadium sponsor of the Dutch Premier League club AZ in Alkmaar. The collaboration between AZ and **AFAS** was revealed in a joint press release at 11.15 a.m. on Thursday 12 August, fifteen minutes after the official press conference. The stream of free publicity began to flow soon afterwards. Two minutes after the press release was sent out, a journalist from BNR Nieuwsradio [News radio] rang for an interview with Bas van der Veldt, the CEO of **AFAS**. The next day, nearly all national and regional daily newspapers wrote about **AFAS** sponsoring AZ. Sports news programmes on television and radio, both regionally and nationally, featured the collaboration, as did the trade press. The sponsorship announcement resulted in over 3 million hits on Google during the week following distribution of the press release. Sponsoring AZ has certainly not done **AFAS** any harm in the area of free publicity.

### **OfficeBox Chooses Wisse Kommunikatie**

**OfficeBox** is an Application Service Provider that specialises in full-service online ICT on a subscription basis. It wants to bring its provision of services to the attention of potential clients through the use of PR and media relations, and has asked Wisse to support it in this. The aim is to increase the brand awareness of **OfficeBox** among SME business people in various sectors. It is intended to position **OfficeBox** as the SME business people's point of contact for the provision of online ICT services and a professional helpdesk. The initial activities have been set in motion, and we are looking forward to further collaboration with this challenging and interesting client in the ICT sector.

### **DnA Languages Linguistic Institute Makes a Start in PR with Wisse Kommunikatie**

The **DnA Languages** linguistic institute is Wisse Kommunikatie's first client for its recently-introduced starter package. We have put his package together for start-up businesses, which often don't have the capacity for conducting an extensive PR campaign but do need basic PR for generating brand awareness and to put their name on the map.

### **Wisse Kommunikatie's New Website**

We are proud to present our new website, which of course can be found at the familiar address of [www.wisse-worldcom.nl](http://www.wisse-worldcom.nl)

We hope that its fresh appearance, interesting content and user-friendly layout will provide visitors with even better information about our working methods, services and activities. For example, it's now even easier to find specific references that are relevant for you by selecting by service and by sector in the client menu. Journalists in the Netherlands can find and download all the relevant information about our clients via the website, such as boilerplates, logos, photos and links.