

# PROFILE

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## **Perspective**

Mediators specialize in bridging the communication gap between the corporate sector on one hand and the policy-makers and opinion-makers on the other.

Mediators has the necessary expertise in counselling and communications to help clients in building a good public image, and in developing cordial relations with decision makers and opinion -makers.

At Mediators, we have experts to advise clients on public relations requirements, on communications strategy and product awareness. With insight and skills honed through many years of experience in journalism, advertising, event management, publications, designing etc., we are equipped to handle anything from a press release to an in-house journal, from government lobbying to media relations.

Founded in 1988, Mediators is the pioneer and also the largest in Public Relations Consultancy in Pakistan.

Mediators is affiliated with Burson-Marsteller (BM), the world's leading communications and public relations consultancy. B-M is based in the US, with offices in several countries.

Mediators is also associated with The Economist Group of the UK, and looks after its conferences business in Pakistan. In a short span of time Mediators has earned the respect and recognition of prestigious clients. The growing roster of clients and our prestigious international affiliations are a testament to the confidence placed in our professional standards and in the calibre of our personnel by leading corporations and organizations.

## **Corporate Public Relations**

Corporations and institutions today more than ever are affected by the social, political and economic developments around them. In spite of the move towards less government, they are more vulnerable to policy decisions of the government. The ever-growing power of the media also leaves no room for complacency.

A corporation or an institution has to understand these developments and current issues and position it self accordingly.

Mediators renders counselling services on a regular basis to chief executives and senior officials on public affair matters – especially relations with the government, employees, shareholders, competitors, customers and media. Besides developing public relations policy and annual PR plans for its corporate clients, Mediators coordinates and implements these plans.

## **Media Relations**

Can an institution, corporation or an individual who is in the public life ignore the media? The obvious answer is NO. Today the media is not only a channel for disseminating information, but is also an important perception-creator and opinion-maker.

A pro-active media relations' policy has become a cornerstone of strategic planning. An enlightened manager no longer considers the media to be a problem-maker. Instead he views it as a useful instrument. At Mediators, perception management specialists with vast experience of journalism counsel leading corporations of the country on the projection of a positive corporate image through the development of a healthy relationship with the opinion-makers, and effective corporate promotion.

### **Media relation's services include:**

- Counselling clients on their interaction with local and foreign media.
- Guiding clients in positioning their image and developing a media relation's policy.
- Providing a channel of communication between the client and the media.
- Preparation and placement of press releases.
- Articles, features and photo releases for the print video releases for media.
- Preparation of video releases for electronic media.
- Creation of interest among journalists on issues concerning clients that need government and public attention.
- Arranging press conferences, press field visits and press education seminars.
- Preparation, planning and placement of editorial material, messages and articles in newspapers and periodicals and managing special supplements. Helping in crisis management and counselling clients on communications in moments of crisis, when subjectivity often breeds misconceptions and damages public image.
- Media monitoring and advising appropriate action when required.

## **Financial Public Relations**

New financial instruments are coming into vogue and regulatory institutions are setting intricate and constantly changing rules dealing with public disclosure. Public shareholding is growing, as the government is privatizing the big-ticket public utilities. All this requires more effective and consistent communication because without it there is always room for misunderstanding. This is the precise reason that public relations practitioners sit today alongside lawyers and financial advisors in well-managed companies and privatization programmes.

Mediators is geared to comprehend all financial issues, whether they are related to mergers and acquisitions, floatation of companies, privatization of shares or financial structuring for the take-over of a public sector unit. Mediators can develop financial communications and public relations plans for companies that have long realized the importance of communicating with opinion-formers, policy makers, shareholders, financial institutions, stock markets and employees.

## **Health Care PR Experience**

Another area in which Mediators possesses specialized expertise is that of Healthcare Management.

Our portfolio of the pharmaceutical industry clients includes, or has included, such distinguished names as GlaxoSmithKline, Aventis, Schering, SmithKline & Beecham, Hoechst, Abbott, ICI and Johnson & Johnson.

We have designed various healthcare awareness programmes for our clients and implemented them. While some of the programmes were aimed at creating awareness about new products among the medical practitioners, others have spread prevention messages to thousands among the susceptible target audience.

An 18 months Heart Disease Prevention programme was run by us for Unilever. We designed leaflets and posters and managed to reach audience initially in four cities of Pakistan. This campaign was later spread to many other cities. We also conceived and conducted a programme for Aventis, This included organising seminars/talks by doctors, physiatrists and nutritionists for patients and their families to help diabetics to improve their quality of life.

For the pharmaceutical industry we have also handled issues of image, taxation and pricing in the past.

## **Experience in Oil and Gas Industry**

The Oil & Gas Sector, comprising both upstream and downstream industries, is one of the cornerstones of Pakistan's economy. With exploration activities continuing apace, the distribution network requirements becoming ever more complex and the number of companies slated for privatisation increasing, effective communication to the industry's multifarious stakeholders is the need of the day.

This is where Mediators' long and close association with the Oil & Gas industry can work to your advantage. We have been consultants to Shell Pakistan and to BPL (formerly Union Texas Pakistan Inc.) for well over a decade. We helped launch Mobil and its products in Pakistan and did other major work for the company for over two years. We have been consultants to Sui Southern Gas Company and Lasmo Oil Pakistan Limited.

Mediators' expertise in crisis management, acquired from Burson-Marsteller, has proven very useful to its clients in the Oil and Gas industry, ranging from services given to UTP when four of its employees were killed to environment-related issues and other crisis situations.

We organized the Pakistan Oil and Gas Conference 2000 in close cooperation with the Ministry of Petroleum and Natural Resources, which attracted participants from all around the world.

We wrote and produced a brochure for the Ministry of Petroleum and Natural Resources. Shell Pakistan's in-house magazine, "Spirit", was conceived and developed by Mediators and we continue to design and edit the in-house magazine of the Petroleum Institute of Pakistan.

## **Crisis Management**

In today's world, with TV, radio, newspapers, magazines and other media increasingly watchful, no organization can afford to be exposed to the harsh glare of media attention without mastering the core techniques of communicating with media.

Just as there are two sides to every story, so too are there two sides to every crisis. The first is the actual crisis, which lasts for a specific period of time. The media repercussions, however, could last for years. Managing the media in times of crisis is just as important as handling the crisis itself. If managed effectively, the media can be your strongest ally; if not, your prime nemesis.

Burson-Marsteller, the world's leading Perception Management Company, has devised a specific workshop have been train company executives and government officials in the delicate art of crisis media management. As the local affiliate of Burson-Marsteller in Pakistan, Mediators has had key team members educated as trainers for this workshop.

The Crisis Management & Risk Communication Workshop has been organized by Mediators for scores of multinational clients operating in fields as diverse as pharmaceuticals, FMCGs, the oil & gas industry and finance, to mention but a few.

## **Media Monitoring**

Mediators' scanning service covers major newspapers in English, Urdu and Sindhi languages. Subject-specific clippings from these newspapers are supplied to the clients. This is a service tailored to the clients' needs. If required, translations of Urdu and Sindhi press coverage are also provided. Clippings are provided to the clients on a daily, weekly or fortnightly basis with a summary. Clients are also advised to take appropriate action where required.

Media coverage is also analysed for the clients a monthly tracking report is prepared to show the trend of the coverage.

## **Issue Management**

Corporations and institutions are often affected by wide-ranging issues like competition from smuggled goods, competition from an informal sector that evades taxes, counterfeit products, harmful taxation policies, lack of understanding about the real issues by policy-makers, resistance from activist groups because of poor communication etc. Mediators analyses, advises and helps its clients in projecting their viewpoint on issues. Clients are assisted in building public opinion on the issues faced by them and in lobbying with policy-makers.

## **Creative & Publication**

The need to communicate directly with its publics is now generally felt by all corporations and institutions. Some of the tools for direct communication are: in-house journals, corporate brochures, product brochures, annual reports, corporate magazines etc. Mediators (Pvt) Ltd has diverse exposure in handling these publications and has a fully functional, stand-alone publications department that handles the varied publication needs of its clients.

# Event Management

**The Mediators Conferences (TMC)** - An event management company.

The minute planning and the comprehensive organization of events are not only time-consuming but also highly specialized tasks. At Mediators, our expertise covers the entire spectrum, from arranging a simple ribbon-cutting ceremony to organizing international conferences, from the marketing and organization of seminars to international roundtable conferences with the Government of Pakistan that have been attended by the President and Prime Ministers.

Since 2000 the responsibility for event management has been assigned to a separate unit The Mediators Conferences (TMC), it is affiliated with The Economist Corporate Network, a subsidiary of The Economist, U.K. TMC now conceives, plans and organizes seminars, conferences, workshops, exhibitions and product launches. It also prepares speeches and arranges conference literature, promotional material, etc. for these events.

## **Major conferences organized:**

- 1989 & 1991: We managed two **International Conferences** jointly organised by Karachi Port Trust and World Bank.
- 1993 : Mediators organised the **First Roundtable Conference (RTC)** with the Government of Pakistan jointly with The Economist Conferences. It was fully sponsored by the private sector. It was inaugurated by the then Prime Minister Mr. Nawaz Sharif.
- 1994 & 1995: **The Second and Third RTC** were organized with the government of Prime Minister Benazir Bhutto.
- 1997: The fourth RTC was again with Mr. Nawaz Sharif's government.
- 2000: We organized the **First Pakistan Oil & Gas Conference** for the Petroleum Institute of Pakistan. The concluding session was addressed by President Pervez Musharraf.
- 2001 April: TMC successfully organised the **First Pakistan Agribusiness Conference** in Islamabad.
- 2002: **Seminar on Small and Medium Enterprises Challenges and Potential** (client HBL, inaugurated by Finance Minister, Shaukat Aziz).

- 2003: Workshop in Karachi, Lahore and Islamabad for **Small & Medium Enterprise Stakeholders** (client Asian Development Bank and Small and Medium Enterprise Development Authority).
- 2003 May: **German Textile Machinery Symposium**, Lahore (client - Economic & Labour Ministry of Germany & German Machinery Manufacturers Association, inaugurated by Commerce Minister, Humayun Akhtar Khan).
- 2003: Organised Seminar for **OICCI's (IPR) Campaign**.
- 2004 April: We organised the **Management Convention** for the Management Association of Pakistan.
- 2004 May: We organised the **2nd Oil & Gas Conference** with Petroleum Institute of Pakistan.
- 2004 December: We were selected by the Punjab Government to organise the **Punjab Agribusiness Conference**.
- 2005 February & March: We organised two **Investment Road Shows** for Pakistan's Energy Sector with the Private Power & Infrastructure Board in Dubai and London.
- 2005 February & March: We organised **CDC Road Shows** on Investment in the Capital Market in Sialkot & Peshawar. This is part of an ongoing 6 event package for CDC and SECP.
- 2005 March: We were selected by the NWFP Government and successfully organised the **N.W.F.P Investment Conference 2005**.
- 2005 December: We organize **First Pakistan Industry Conference** with SITE Association Karachi.
- 2005 December: We were selected by the Punjab Government to organise the **Pakistan Housing Conference 2005**.
- 2006 February: We organise **ICAP Conference 2006 – The Role of IFAC in restoring Public Confidence in the Accounting Profession** for The Institute of Chartered Accountants of Pakistan.

In most of these conferences, CEOs and top executives of MNCs and local businesses participated.

(TMC manages projects on a stand-alone basis and also provides support to Mediators Private Limited)

## **MEDIATORS OFFICES**

### **Name of Company**

Mediators (Private) Limited

### **Incorporation**

Karachi, 1988

### **Registered Address**

M-10 & 11, Progressive Plaza,  
Beaumont Road, Civil Lines,  
Karachi

Phone: 92-21-5656172-5

Fax: 92-21-5656112

### **Web Address**

<http://www.praffairs.com>

### **Email**

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### **Islamabad Office**

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Jinnah Avenue, Blue Area,  
Islamabad.

Ph: 92-51-2829899

Fax: 92-51-2822238

### **Email**

[mpl@isb.paknet.com.pk](mailto:mpl@isb.paknet.com.pk)

### **Lahore Office**

170, Sutlej Block, Allama Iqbal  
Town, Lahore

Ph: 92-42-7566702

Fax: 92-42-7830190

## **International Affiliation**

### **Foreign Affiliations**

Mediators (Pvt) Ltd is affiliated with Burson-Marsteller, the world's leading communications and public relations consultancy. B-M is based in the U.S.A. with 96 offices in 50 countries.

Mediators (Pvt) Ltd is also associated with The Economist Group of the U.K., and manages its conferences business in Pakistan. In the last 15 years, Mediators has earned the respect and recognition of prestigious clients. The growing roster of clients and our prestigious international affiliations are a testament to the confidence placed in our professional standards and in the calibre of our personnel by leading corporations and organizations.

### **Burson-Marsteller (Head & regional offices)**

USA: 230 Park Avenue South, New York  
NY 10003-1566, USA  
Ph: 1-212-614 4000  
Fax: 1-212-598 6942

UK: 24-28 Bloomsbury Way, London,  
WC1A 2PX  
Ph: 44-20-7831 6262  
Fax: 44-20-7831 8138

SINGAPORE: 331 North Bridge Road, # 0601/06  
Odeon Towers  
Singapore 188720  
Ph: 65/336.6266  
Fax: 65/3369.3313

## **Team leaders**

At Mediators (Pvt) Ltd, our philosophy is that human resource is the key advantage that a company can have. Our staff members are highly experienced professionals from the fields of marketing, public relations, and journalism. They give us an edge in all that we do, be it event management or looking after key clients.

### **S. G. M. Budruddin**

#### **Chairman**

He brings with him the rich experience of four decades of active journalism. During this period he has been the Editor of Morning News, Dhaka / Karachi, Editor of the Urdu daily Musawaat, Lahore / Karachi, Editor-in-charge of Economic and Business Review, Dawn, Karachi and Editor of Financial Post, Karachi.

He is also a recipient of the second highest civilian award, the Sitara-e-Imtiaz, from the President of Pakistan for his services to the profession of journalism and to the nation.

### **Babar Ayaz**

#### **Managing Director**

Babar Ayaz founded Mediators in 1988 as the first independent public relations consultancy in the country. Mediators became an affiliate of Burson-Marsteller in 1996.

Ayaz has been associated with journalism for over twenty years. During this time he worked for the Sun, Pakistan Press International (PPI), Business Recorder and Dawn. Ayaz was Editor of Pakistan Business Update, the first private television news program in Pakistan dealing specifically with economic development. He has been writing for Dawn, The News, The Nation and for some foreign news papers and magazines.

He has also contributed to The Economist Intelligence Unit (Asia) Hong Kong publications. He has been Pakistan correspondent of Depthnews (a feature service of the Press Foundation of Asia), Hindu and Frontline (India). He has a vast network of contacts in official and private sector circles in Pakistan and abroad.

Ayaz has participated in various international and national conferences and workshops, and has lectured at various forums on the economic and social problems of Pakistan.

## **Leading Clients**

- ↪ Abraaj Capital (Middle East)
- ↪ Asdaa (Middle East)
- ↪ British Petroleum (BP)
- ↪ Central Depository Company
- ↪ CISCO Systems
- ↪ GlaxoSmithKline
- ↪ ICI Pakistan
- ↪ Monsanto Agritech Pakistan Limited
- ↪ Pakistan Industrial Credit & Investment Corporation Limited  
(PICIC)
- ↪ Pakistan Tobacco Company
- ↪ Pakistan Petroleum Exploration & Production Companies  
Association (PPEPCA)
- ↪ Shell Pakistan Limited
- ↪ Unilever Pakistan Limited
- ↪ Visa International
- ↪ Wyeth Laboratories

## Project-based Clients

- AIG (American Insurance Group)
- American Business Council.
- Abbott Laboratories
- Aventis Pharma Pakistan
- Al-Noor Sugar Mills
- Allied Dunbar
- Arfeen International
- Board of Investment (PM's Secretariat)
- C.S. First Boston Bank
- DHL Pakistan
- Dawood Group
- English Speaking Union of Pakistan
- Export Promotion Bureau
- Faysal Islamic Bank
- Federation of Pakistan Chambers of Commerce & Industry
- General Tyre Pakistan
- Gharibwal Cement
- Indo-Suez Bank Pakistan
- Industrial Development Bank of Pakistan
- Insurance Association of Pakistan
- International Finance Corporation (IFC)
- Islamic Investment Bank
- Johnson & Johnson
- KAPCO
- Karachi Port Trust
- Khadim Ali Shah Bukhari
- Lasmo Oil
- Leasing Association of Pakistan
- Monsanto Agritech Pakistan
- Muslim Commercial Bank
- NIT (National Investment Trust)
- Network Television Marketing
- Noon Group of Companies
- Orix Leasing Pakistan
- Pakcom (Instaphone)
- Pakistan Tea Association
- Pfizer Laboratories Ltd.
- Pharma Bureau
- Privatisation Commission of Pakistan
- Saudi Cable Company
- SGS Pakistan
- Schering Medipharm Private Limited
- SITE Association, Karachi
- Small Business Finance Corporation
- Glaxo-SmithKline
- Sui Southern Gas Company
- Telstra OTC Australia
- UAE Off-set Group
- UBS Securities (Pakistan)
- Wyeth Laboratories

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