

# Kite

BRAND MANAGEMENT | PUBLIC AFFAIRS | EVENTS | PUBLISHING



our method.  
**why Kite Group?**

At Kite Group, we focus all our energy towards developing highly specialized, tailor-made solutions to reach your specific goals and targets.



we are  
**results-oriented.**

In this deadline-driven world, it's vital to keep focused on what matters most: the bottom line. We believe in deliverables, and will gear your programme towards obtaining the final outcome you initially set out to achieve. What's more, we've developed a structure that cross-examines all the risks and contingencies as we roll out your programme. That way, we'll cover any potential pitfalls as you maintain your focus on the final goal.



we work as  
**a team.**

The success or otherwise of your vision depends on how well you motivate the people around you to walk the road with you. Kite Group is the product of years of teamwork, and our strategy is geared towards building a wide support base for your objectives. This means two things. First, we will support you in implementing measures to motivate your company towards achieving the objectives you have set out. Secondly, our strategies prioritize stakeholder engagement at all phases of project development and implementation.



## we are big on **accountability.**

We take great responsibility in every piece of advice we give to our clients. We understand the sensitivity of the issues we tackle and of the complex decisions you will ultimately have to take. That's because we have walked the proverbial mile in your shoes. Our work ethic is very clear: we will arm you with the full spectrum of options at your disposal in every decision you take. By placing your trust in us, we will endeavor to give you a comprehensive insight into the opportunities and challenges that are presented every step of the way. That way, you can forge ahead with the strategy that wins.



we put your  
mind at rest  
on the  
**minor details.**

There is no such thing as a second chance in any industry. For us, every single detail is vital. That's why our proposals are fact-based, well-researched and analyzed. We are trained to get things right the first time. Our passion for work is reflected in those minor details that often go unnoticed. We want to empower you even in your most challenging moments by putting your mind at rest on the details. That way, you can focus on your role: inspiring your clients.



## Kite Group. Practice areas.

We're structured around four core practice areas, having developed extensive expertise and a compelling portfolio in each sector. This allows us to maintain full focus and deliver the highest quality services and support to suit your specific needs in:

1. Brand management
2. Public affairs
3. Events management
4. Publishing



# Brand Management

Your brand defines who you are and what you stand for. Creating an outstanding brand and maintaining the edge are central to how you are perceived and the reputation you build.

At Kite Group, we know what's out there. We know how to make you stand out in the crowd and keep ahead of your competition. We offer an extensive portfolio of services to get you to the top, and keep you there.

Our secret: Kite Group knows the media, and most importantly, the media knows us. We know the best people in the business to develop your project and position you where you'll make the best impact.



## Here's what we can do for you:

- Develop your brand, including idea development, consumer focus groups, brand design concept development and testing
- Brand publicity, media and communications strategy, media relations support, media visits and copywriting
- Creative services, including graphic design, concept photography, creative scripting and printing
- Audio-visual productions, including development of storyboards, television features and programmes, documentaries, radio advertising and features, video editing and interactive media
- Organisation of events including inaugurations, dinners, launches, fairs and conventions
- Web platforms, digital applications and social media initiatives



# Public Affairs

The way you project yourself, the audiences you target and how you react to issues that arise will make or break your policy proposals and ideas.

Kite Group has wide-ranging experience working at all levels of government, regulators and non-governmental organizations. We've also dug out trenches on the ground, and will provide you clear direction on engaging and rallying community support.

Most importantly, we're at our finest when the going gets tough. At Kite Group, we're adaptable, flexible and exceptionally fast in developing watertight reactions to tricky situations.

The bottom line is this: Kite Group will be there with you every step of the way.



## Here's what we can do for you:

- Carry out policy scoping exercises, stakeholder mapping, engagement and consultation, as well as clear measures to rally community support
- Formulate the political and technical baseline research to support your policy initiative and priorities
- Establish government and community relations strategies, including coalition building and protocol support, public meetings and networking events
- Dovetail your policy plan into an all-encompassing media and communications strategy
- Coordinate large-scale events, including formal visits from foreign delegations and regional representation, and logistical events organisation
- Crisis and issue management

# Events Management

The devil is in the detail and at Kite Group we focus on making every aspect of your event an enriching experience that your clients will talk about when they return home.

Our strategic and logistical expertise is a guarantee that your event speaks volumes about your company's professional edge. From content development to social networking activities to the basic but crucial transfers from airport to venue, each component of our events is structured to send the right message to your clients.

From intimate events to national events involving thousands of people, from hosting high security risk personnel to unique dinners, from media visits to receptions and launches; Kite Group has done it all and seen it all. Adaptable to budgets and making the impossible possible, Kite Group has built a reputation second to none in Malta and abroad.



## Here's what we can do for you:

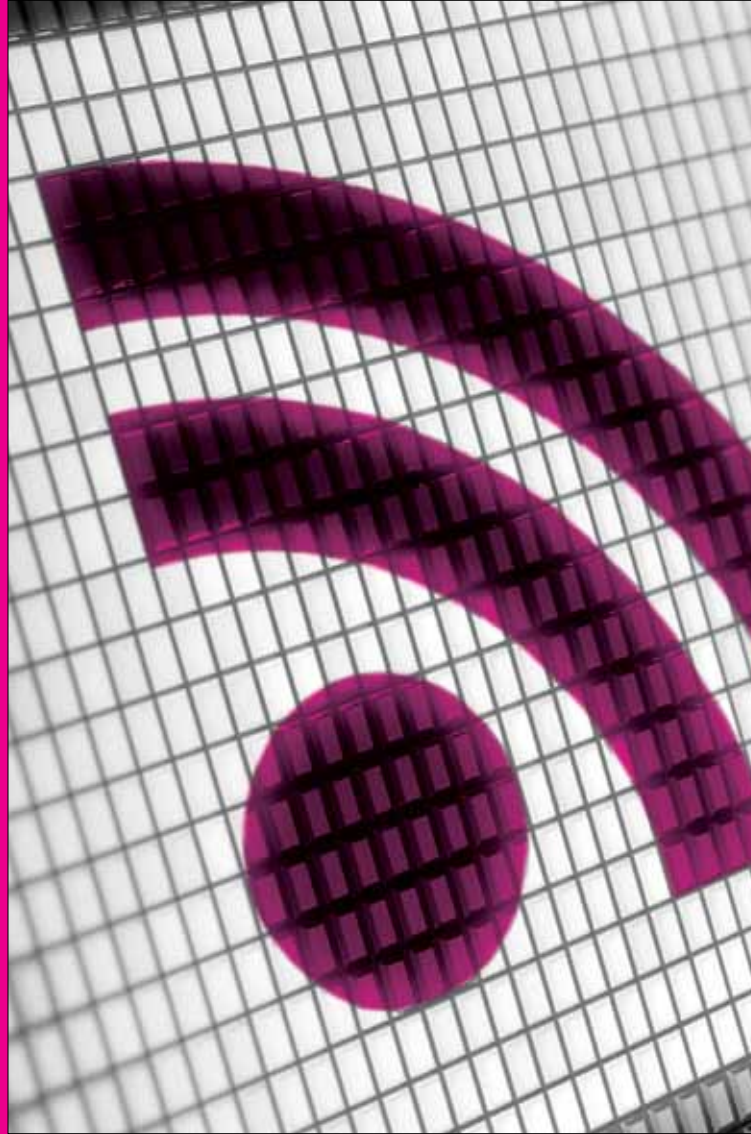
- Concept creation, theme development and branding, budgeting
- Content development, speaker sourcing, selection and management, session reporting and multi-lingual interpretation facilities
- Social and onsite entertainment and artist's performance management
- Venue sourcing, transportation management and supplier management
- Event promotion marketing, audio-visual productions and web platforms and applications
- Event post-mortem, including participant surveys, external quality assurance and reporting

# Publishing

Outstanding, innovative and cutting-edge are the hallmarks of Kite Publishing. We believe that outstanding publications are a necessity for modern organisations who seek to deliver their messages to an ever demanding audience.

Kite Publishing will be at the forefront to publish its own titles which aim to be contemporary and provide readers with high quality reading material. It is also offering its services to publish prepared material in close co-operation with its clients.

Kite Publishing has the flexibility to provide a myriad of solutions which will ensure full customer satisfaction. It relies on the services of high quality suppliers which will ensure that the end product will meet the specific requests of our valued customers.



## **We commit ourselves:**

- To exclusive, well-researched and well written content as we forge close links with established authors in their fields of specialisation
- To professional and creative publication design and layout
- To high quality photography working closely with renowned designers and photographers
- To high quality printing and finish of each publication working hand-in-hand with different suppliers to ensure the best result in the digital age
- To unique launches of our publications



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