

Quality Austria

Your Way to Success

Suggestions and hints for your successful public relations



qualityaustria

Succeed with Quality

Congratulations on your successful certification!



We are pleased to have the privilege and honour to send the Quality Austria Certificate to you. We thank you that you have chosen Quality Austria as the Certification Body accompanying on your way to success.

Enclosed, you will not only find your Certificate(s) but also suggestions, impulses and hints showing you how you can communicate what you have achieved and, above all, official certification internally and externally, i.e. to as many employees, suppliers, customers and stakeholders as possible.

Being successful – an important image factor for your employees and customers

According to the Excellence Barometer Studies made by forum! Market Research, the organization's image is of utmost importance for the employees' motivation and emotional bonds as well as for customer retention. An organization's success, its respectability and likeability are central success factors for establishing an adequate image.

Your way to success – profit from your opportunities!

Using the brand

Profit from the comprehensive opportunities and proactively utilize the Quality Austria Label of Conformity according to the Terms of Conditions of Quality Austria in their applicable version.

Internal communication

Each employee contributes to success. Reflect success and show your Certificates in your organization.

External communication

In external communication relating to your performance in the fields of quality, environment or safety, there are many opportunities:

- newsletter, website – you can, e.g., link the QA Logo to www.qualityaustria.com;
- company folders and brochures, business report
- Open-Door Day, fairs
- press releases or interviews
- Inform your business environment, such as banks, insurances, important customers and suppliers as well as public authorities

Translating quality into action

Quality becomes your Corporate Identity and a matter of course.

Press

Inform regional media, supraregional dailies, periodicals and technical journals. As for suggestions & hints for your successful appearance and presentation, see below.

Further support given by Quality Austria

- Once the logo of Quality Austria is sent to you via e-mail, you will get a pattern press text, which you can tailor to your organization.
- You can also send this adapted article, including a photo, to Quality Austria (marketing@qualityaustria.com). We are always looking for success stories that we can publish in our newsletters, website and press releases.
- In addition to the pattern press text, you will also find concise background information on the most important standards and regulations, e.g. ISO 9001, ISO 14001 and OHSAS 18001, which you can present to journalists interested.
- A special service offered by Quality Austria is the provision of suggestions and hints for your successful public relations.

We wish you good luck and all the best!

Konrad Scheiber
General Manager, Quality Austria



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Suggestions and Hints

Suggestions for successful media work

The practical guide shows what is important in press work. You definitely already know some things. Other things will be surprising to you. One thing is for sure: Our suggestions speak the journalists' language – no matter what topic is being discussed.

1. Press work – basics – a checklist

Is this event/news worth a press release?

Put yourself into a reader's position and be honest: Would you really be interested in a press release about this event/news?

Do I need photos?

Give more options to the journalists. Often it is a view deciding whether a topic is accepted.

Are the date and time chosen correctly?

Media have different business hours and have different makes. Send your press releases in a manner that is tailored to the journalists' needs.

Are problematic issues discussed?

Check whether the partners' or customers' interests are affected. Are blocking periods necessary? May third parties' personal rights be violated?

Are contact data mentioned?

A press release that fails to mention the company, name, phone number and e-mail address is useless. No journalist will contact you.

Examples:



2. Structure of a press release – how exactly does it work?

The news as such must be placed at the beginning of the press release. The question as to who has done what, when, where, how and why must be answered in the first paragraph. Journalists cross things out by starting from the bottom so that the most important information must be at the top.

3. What do I need to consider in case of on-line press work?

What does on-line press work mean for journalists?

On-line media have fully penetrated daily editorial work. Journalists need to deal with new methods and techniques. It is true that the web gives them easy access to information. Nevertheless, they are also facing an ever increasing flood of information.

Suggestion: On-line press work is no one-way street. Nevertheless, the ABC of press work needs to be observed, no matter whether is a question of on-line or off-line work.

4. Press work using e-mail

Why should I use e-mail for my press work?

As a media study has shown, nine of ten editors “frequently” use e-mail for their daily work. Today e-mail is a common communication tool, which is used just as much as fax or phone.

What additional opportunities does e-mail offer?

E-mail, in particular, is ideal to establish a newsletter of your own. Inform journalists that are interested on everything that is worth knowing about your organization once a month. Furthermore, e-mail is a medium for dialogue. Make sure that direct replies to the messages sent by you actually enter your inbox. E-mails written by journalists will have to be answered immediately.

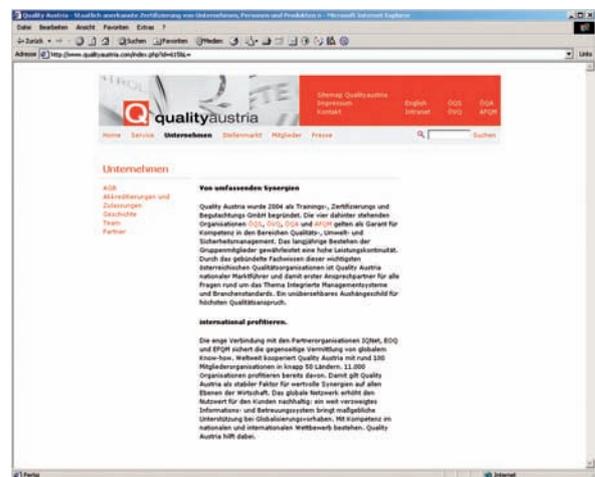
Checklist for your e-mail posting

- expressive headline in the subject line
- check the length of the e-mail
- remove abrupt ends of line or page and separations

- refrain from using mutated vowels
- refrain from using special fonts and character heights
- insert addresses in the BCC field

Our suggestion:

Do without attachments. You should rather use a simple link in your e-mail, which hints at your website: This gives journalists easy and comfortable access to photos, graphs or statistics, which you have placed in your website.



5. Presentations on the web – what needs to be included?

Why is my website such an important PR tool?

Journalists who want to quickly inform themselves about contact persons or business figures will first visit the homepage of an organization or association – independently from the place or time. The journalists do not need a press speaker to get a rapid overview before they try to establish a personal contact.

More than just texts – an opportunity for press work

Press work in the internet must not be restricted to texts. Also profit from other options: Media always need good photos. Show the people who are important in your organization – but do not produce any “heads made of concrete”. Innovative photographers are wanted. Draw charts that show your organization's business or your association's goal. Furthermore, it is possible to record original statements for

the radio and show press conferences as streaming. Press portfolios should be provided.

Your presentation on the web – what needs to be included?

- contact data of the press service
- topical press reports
- topical business report
- photo gallery, (whose pictures can be downloaded in a printable quality)
- organization chart
- dates
- company sites
- product information



6. Press work using pictures – pictures say more than 1,000 words

How important are pictures for your press work?

“Pictures move the world”. This is what is said. And this is right. Pictures upgrade your message or are messages in themselves. Pictures can present pure facts but can, in particular, rouse emotions. Photos create visual “legibility” and combine information with emotion. Together the text and photos will lead to a higher effectiveness.

What must not be missing at press work using pictures?

Without a harmonious description below the picture, the motive only is worth the half. The description must exactly describe what is shown in few words.

How do photo editors work?

JPG files are small (easy to mail) and handy and can be read by all the programmes. Make sure digital photos have a resolution of 300 dpi. Never forget the copyright for your photos.

Our suggestion: It is not a matter of selling the product that is shown to the journalists but of selling the photo.

7. Different types of media – different press work

What is important for print media?

Journalists ask the question “What is interesting for my readers?” every day. Put yourself the same question if you want to inform editorial staff. Dailies, weeklies, periodicals and advertising media supply their readers with background information.

Offer stories. Allow the readers to experience your concern or product as part of their own lives. Avoid technical terms. The readers of technical journals, for their part, have a technical background or are experts themselves – here press releases will have to be more detailed and technical.

Our suggestion: Bear in mind that all the types of media need information processed differently. Tailor your press work to these needs.



Pattern Press Text

<Company> has successfully been certified acc. to ISO 9001!

Quality Austria congratulates!



Do not forget the text below the photo, e.g. <General Manager and Quality Manager> hold the Certificate together
Photo credit: <Company>, printing free of charge

<Place>, <Date> – <Company Name> Company in <Place> is granted the Certificate acc. to ISO 9001 by Quality Austria Training, Certification and Evaluation Ltd. “High customer focus, clear visions and concrete goals are crucial success factors on the global market. Successful certification is an important step for any organization. Quality Austria acts as a strong partner helping to achieve the goals,” explains Konrad Scheiber, General Manager of Quality Austria.

The Way to Success

Systematic and clear leadership is an important factor contributing to an organization’s success. These endeavours are supported by establishing and maintaining a management system focusing on continual performance improvement and considering the requirements placed by all the interested parties. No matter whether it is a question of quality, environmental or safety management, in-house implementation will always be endorsed by strategic decisions aiming at increasing competitiveness on the market.

About <Company>

<Here you briefly describe your company/organization. Example: <Company Name> Company produces/provides <products/services> and has <number of employees>. “Our core competence is <specialization>”, explains <First Name; Name>, <Function, e.g. General Manager, Quality Manager> of <Company Name> Company.

Quality management does pay off

Many reasons, which are also corroborated statistically, speak for establishing a quality management system. Thanks to modern management systems, the right things can be done at the right time by using the right resources. In concrete terms, this implies intensified customer focus, process approach within the organization, cost savings and good house-keeping with resources, increase in people motivation and a resulting traceable increase in the corporate value.

Information and contact:

<Contact person>

Tel: <Phone no.>

Mobile: <Mobile phone no.>

E-mail: <E-mail address>

Additional background information

ISO 9001

By late 2006, little less than one million organizations had been certified acc. to ISO 9001. This series of standards has succeeded in establishing the features of organizational quality as a world-wide standard independently from the sectors and for all the company sizes. The ISO 9001 Standard aims at using uniform terminology. Such terms as “requirement”, “customer satisfaction”, “product”, “process”, “system”, “quality” and “quality improvement” are defined internationally and thus become comparable. The four basic modules of the ISO 9001 Standard are

1. Management responsibility
2. Resource management
3. Product realization
4. Measurement, analysis and improvement

For all the organizations, the implementation of the improvement cycle “Plan-Do-Check-Act” should be in the centre of interest when applying the ISO 9001 Standard.

- **Plan:** establishing objectives of quality management
- **Do:** implementing the projects and activities according to planning
- **Check:** reviewing implementation for the extent to which the target variables have been achieved
- **Act:** If the programme has not adequately been implemented or target variables have not been achieved, corrective or preventive action will have to be taken.

ISO 14001

The goal of environmental management acc. to ISO 14001 is to promote environmental protection and prevent adverse environmental impacts and pollution in harmony with socio-economic requirements. Just like ISO 9001, ISO 14001 is based on the idea of making processes controllable by means of management systems. Instead of specifying the contents, ISO 14001 trusts in the steering effect of management systems that work well. For all the organizations, the implementation of the improvement cycle “Plan-Do-Check-Act” should be in the centre of interest when applying the ISO 14001 Standard.

OHSAS 18001

The OHSAS (Occupational Health and Safety Assessment Systems) Standard includes criteria for assessing an OH&S (Occupational Health and Safety) management system for all the companies independently from their sector or size. If this standard is implemented, the safety related activities will be systematized, and the processes will be improved. Elements of OHSAS 18001 can be combined with those of ISO 9001 and ISO 14001 in order to establish a comprehensive and integrated management system. For being certified acc. to OHSAS 18001, an organization will have to fulfil the following criteria:

- elaborating an OH&S policy
- making a risk analysis, planning, establishing objectives and targets and creating a programme for reducing the number and impacts of accidents at work
- integrating the requirements in the business processes
- internal auditing and periodic review of the system by top management (management review)

Quality Austria Training, Certification and Evaluation Ltd.

Quality Austria Training, Certification and Evaluation Ltd. (www.qualityaustria.com) is the umbrella brand of the four organizations OQS, OVQ, OQA and AFQM. The organization is the national market leader and contact in the fields of integrated management systems and industry standards. The services provided by Quality Austria range from training and further training in the field of international management trends and certification of quality and management systems via the award of the Austria Quality Label to distinguishing Austrian organizations for consistently pursuing excellence principles by presenting them with the Austrian Quality Award. The co-operation of Quality Austria with IQNet, EOQ, EFQM and other international organizations enables global know-how to be imparted and turns the organization into a competent partner. Quality Austria co-operates with about 100 member organizations world-wide. More than 11,000 organizations in little less than 50 countries already profit from this. Quality Austria is a stable factor when it comes to creating valuable synergies at the economic site of Austria.

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www.qualityaustria.com

Quality is back - back to quality
No Quality. No Business.

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www.eoq2008.com



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