



pera
crafting influence

Pera Communication List of Services



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Introduction

Welcome to Pera Communication

At Pera Communication, we believe that effective advocacy and communication are catalysts for change. As a dynamic and politically independent agency based in Brussels, we are dedicated to helping associations and NGOs make their voices heard in an ever-evolving world.

With a passion for innovation and a commitment to excellence, our seasoned professionals work tirelessly to provide you with a comprehensive suite of services designed to craft your organisation's influence. From digital advocacy to strategic communications, we are your partner in navigating the complexities of today's political and societal landscape.

Our Suite of Services

Each of our services is meticulously crafted to address the unique needs and goals of your organisation. We understand that in a crowded digital world, cutting through the noise is essential. That's why we offer services ranging from social media activation and creative campaigns to policy research and membership strategies. Our team's dedication ensures that your message reaches its target audience with maximum impact.



01 Why Pera?

At Pera Communication, we are not just another consultancy; we are your strategic partner in the digital era. Why choose Pera? Because we bring together the power of digital intelligence, a wealth of experience, a personalised approach, an in-depth understanding of the policy environment, and an unwavering commitment to crafting influence that sets your organisation apart.

When you choose Pera Communication, you are choosing a partner that values long-term relationship and relentless dedication. We personalise our approach and solutions based on your needs. Together, we can influence policy, engage audiences, and drive change. We invite you to explore the range of services we offer and discover how Pera can be the catalyst for your organisation's success.

Let's make your vision a reality.

02 Our Slogan: *Crafting Influence*



"Crafting Influence for Associations" is more than a slogan; it's our mission. We are not satisfied with merely sharing your message; we craft it with precision and passion, ensuring it resonates with your target audience. We firmly believe that no two organisations are alike. That's why our services are never one-size-fits-all. With Pera, everything can be personalised to your unique journey, from choice of platforms to choice of services. Your goals, your vision, your success—these are our priorities.



Choose Pera. Choose Impact.

In the digital age, your organisation deserves a partner that delivers results, understands the nuances of digital advocacy, and believes in the power of personalisation. Choose Pera Communication and experience the difference.

Service List

1. Digital Advocacy & Communication

Service	Price range
Creative campaigns	€5,000 - €15,000
Communication plan (yearly / quarterly)	€2,000 - €7,000
Content creation and curation	€50 - €300 per piece
Online presence evaluation	€1,000 - €4,000
Social media management	€500 - €3,000 per month
Digital advocacy strategy	€3,000 - €7,000
Digital advertising	€1,000 + ad spend
Crisis communication	€2,000 - €8,000
Communication and social media strategy	€2,500 - €9,000
Press and media outreach support	€1,000 - €5,000
Web design and development	€4,000 - €20,000
Multimedia content promotion	€500 - €4,000
Association management support	€2,500 - €10,000 per month



Service	Price range
Event conceptualisation and planning	€2,000 - €10,000
On-site event management	€3,000 - €10,000
Online event management	€1,500 - €7,000
Hybrid event management	€4,000 - €15,000
Event communication and promotion	€1,000 - €5,000
Post event reporting	€500 - €2,000

2. Event Organisation & Communication

3. Membership



Service	Price range
Membership strategies	€2,500 - €8,000
Targeted communication campaigns for member engagement	€1,500 - €6,000
Membership growth and retention initiatives	€2,000 - €8,000

Service	Price range
Membership strategies	€2,500 - €8,000
Targeted communication campaigns for member engagement	€1,500 - €6,000
Membership growth and retention initiatives	€2,000 - €8,000

4. Research & data utilisation





5. Production



Service	Price range
Video production	€2,000 - €10,000
Video editing	€1,000 - €4,000
Animation	€2,000 - €10,000
Testimonial	€500 - €2,5000
Infographic	€300 - €2,000
Static visuals	€100 - €500
Dynamic visuals	€200 - €1,000
Podcast planning, recording, editing, publishing	€500 - €4,000

6. Trainings

Service	Price range
Training on data utilisation for advocacy	€1,000 - €4,000
Training on digital communication	€1,000 - €4,000
Training on digital advertising	€1,000 - €4,000
Training on chosen social media channel(s)	€1,000 - €4,000
Training on association management	€1,000 - €4,000
Training on event promotion	€1,000 - €4,000

Note: The prices mentioned above differ based on the specific requirements of the selected services, the complexity and duration of the project. This list provides a comprehensive overview of our services, but it's not exhaustive. For custom requirements and detailed quotes, please get in touch with us directly.

Services Description

1. Digital Advocacy & Communication



Creative Campaigns

Description: Tailored creative communication campaigns designed to captivate your target audience and drive your advocacy message.

Included: Market research, concept development, content creation, and performance metrics.



Communication Plan (yearly/quarterly)

Description: Strategic communication roadmap to ensure consistency, effectiveness, and alignment with your objectives.

Included: Stakeholder analysis, message house, timeline, and evaluation metrics.



Content Creation and Curation

Description: Crafting engaging content and curating relevant resources.

Included: Articles, infographics, videos, and third-party content sourcing.



Online Presence Evaluation

Description: Comprehensive assessment of your online footprint to enhance engagement and visibility.

Included: Website analysis, social media performance, and actionable recommendations.



Social Media Management

Description: Complete handling of social media channels for consistent growth and engagement.

Included: Content calendar, copywriting, posting, engagement analytics, and community management.



Digital Advocacy Strategy

Description: Leveraging online platforms and tools to promote your cause effectively.

Included: Platform selection, content strategy, and monitoring tools.



Digital Advertising

Description: Expertly crafted advertising campaigns to expand your digital reach.

Included: Ad design, targeting, budget management, and performance reports.



Crisis Communication

Description: Navigating unforeseen challenges to protect your brand's or association's reputation.

Included: Crisis playbook, real-time monitoring, and stakeholder communication.



Communication and Social Media Strategy

Description: Unified strategy for robust digital presence and community building.

Included: Platform selection, content calendar, and engagement strategy.



Press and Media Outreach Support

Description: Building bridges with media to amplify your voice.

Included: Press release creation, media list curation, and pitch support.



Web Design and Development

Description: Creating user-friendly, responsive websites that reflect your association's essence.

Included: Design mock-ups, coding, testing, and launch support.



Multimedia Content Promotion

Description: Maximising the reach and engagement of your multimedia content.

Included: Distribution strategy, platform selection, and performance tracking.



Association Management Support

Description: Streamlining operations for associations to foster growth and collaboration.

Included: Member management, event coordination, administrative support, and stakeholder communication.

2. Event Organisation & Communication

Event Conceptualisation and Planning

Description: From ideation to execution, making your event vision a reality.

Included: Theme development, budgeting, and logistics planning.

On-site Event Management

Description: Ensuring smooth operations for your on-ground events.

Included: Event organisation from A to Z, attendee management, communication, and on-the-day troubleshooting.

Online Event Management

Description: Expert management of virtual events for a seamless experience.

Included: Platform selection, technical support, and audience engagement.

Hybrid Event Management

Description: Combining the best of both worlds for a unique event experience.

Included: Dual coordination for on-site and online components, tech integration, and attendee management.

Event Communication and Promotion

Description: Amplifying your event's reach and driving attendance.

Included: Multi-channel promotion strategy, content creation, and registration support.

Post Event Reporting

Description: A post event reporting including the key takeaways and content of your event.

Included: Content, policy messages, takeaways, speaker highlights, and attendee feedback.

3. Membership



Membership Strategies

Description: Tailored strategies to nurture and grow your membership base.

Included: Membership segmentation, benefits design, and engagement roadmap.

Targeted Communication Campaigns for Member Engagement

Description: Custom campaigns to boost member involvement and satisfaction.

Included: Targeted content, channel optimisation, and performance metrics.

Membership Growth and Retention Initiatives

Description: Holistic initiatives to attract new members and keep existing ones engaged.

Included: Recruitment strategies, loyalty programs, and feedback loops.



4. Research & Data Utilisation

Market and Policy Research

Description: In-depth research to keep you informed about policy and ahead of shifts.

Included: Data collection, qualitative & quantitative analysis, and detailed reports.

Data-driven Strategy Formulation

Description: Leveraging data insights to guide your strategic decisions.

Included: Data analysis, strategy design, and implementation roadmaps.

Survey Design and Analysis

Description: Crafting and analysing surveys to glean valuable insights.

Included: Questionnaire design, distribution, and analytical reporting.

Benchmarking and Performance Evaluation

Description: Assessing your performance against industry standards to drive improvement.

Included: Competitive analysis, best practices, and strategic recommendations.



5. Production

Video Production

Description: High-quality video content tailored to your message and audience.

Included: Concept development, filming, and post-production.

Video Editing

Description: Transforming raw footage into engaging video narratives.

Included: Editing, sound design, and visual effects.

Animation

Description: Captivating animations to illustrate complex ideas or stories.

Included: Storyboarding, design, and animation production.

Testimonial

Description: Authentic stories from real people to build trust and credibility.

Included: Interview coordination, filming, and editing.

Infographic

Description: Visually striking representations of data or information.

Included: Data sourcing, design, and revisions.

Static Visuals

Description: Eye-catching graphics for digital or print use.

Included: Graphic design, iterations, and final files in desired formats.

Dynamic Visuals

Description: Moving graphics or visuals that enhance user engagement.

Included: Design, animation, and optimisation for platforms.

Podcast Planning, Recording, Editing, Publishing

Description: Comprehensive podcast services to share your voice with the world.

Included: Conceptualisation, script writing, recording, post-production, and platform distribution.



6. Trainings



Training on Data Utilisation for Advocacy

Description: Empower your team to harness data for effective advocacy.

Included: Comprehensive course material, hands-on exercises, and post-training support.



Training on Digital Communication

Description: Equip your team with the latest in digital communication techniques.

Included: Course material, practical examples, and post-training resources.



Training on Digital Advertising

Description: Dive deep into the world of digital ads for maximum impact.

Included: Ad platform overviews, campaign planning, and optimisation tips.



Training on Chosen Social Media Channels

Description: Customised training tailored to your chosen platforms.

Included: Platform navigation, content strategy, and engagement tactics.



Training on Association Management

Description: Efficiently manage associations with best practices.

Included: Member and team management, event planning, and stakeholder communication techniques.



Training on Event Promotion

Description: Boost your event's visibility and attendance with effective promotion strategies.

Included: Multi-channel promotion, content creation, and engagement tips.



Interested?

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