

Scope of Work

Pressman will provide full service PR communications counsel and services to Sonata Software Ltd., as outlined below:

Strategy

- * Creation of a PR campaign and strategy

Media Relations and Tracking

- * Communications program planning
- * Press release distribution and publication follow up, based on credible, sustainable and newsworthy messages.
- * Identification, creation and follow up of editorial opportunities in trade, business and daily press and in the electronic media.
- * Organise media interviews
- * Organise press conferences
- * Media monitoring and press clipping service

Editorial Services

- * Place specialist feature articles and opinion pieces
- * Place technical pieces

Corporate Communications

- * Briefing senior executives for key media interviews

Event Management

- * Providing media relations support to client press events
- * Provide strategy and counsel on PR events