



KRUG Communications & Media REFERENCE LIST

Client	Project/service	Focus/scope of tasks	Period
Siemens Montenegro	Communication consulting and PR Services	Media relations; Press releases; Web site update	Oct. 2013 - In progress
Notary Chamber of Montenegro	PR Services	Media relations; PR agency services; Press releases; Event management; Public appearance coaching; Media monitoring	May 2012 – Jan. 2014
Delegation of the European Union to Montenegro	“Technical Assistance for the Delegation of the European Union to Montenegro for Information and Communication Activities”	“Morning press briefing” service – the summary of relevant daily publicity	June 2013 – Nov. 2013
The Food and Agriculture Organization of the United Nations (FAO)	Project “Development Assistance to Farmers in Remote Areas of Montenegro and Kosovo”	Communicating project; Media relations; Drafting articles; Video production; Production of communication materials; Website content development	Apr. 2013 – Aug. 2013
Delegation of the European Union to Montenegro	Project “Technical Assistance for the Delegation of the European Union to Montenegro for Information and Communication Activities”	Media relations; Web site and Facebook page content development; Editing service; Drafting articles; Regular web site update; Web releases; Monthly media monitoring analysis; Event publicity analysis; Training seminars, Key speakers public appearance training	Aug. 2012 – June 2013
Westminster Foundation for Democracy	Project “Support to Capacity Building of the Montenegrin Parliament”	Consulting on developing internal and external communications strategy; Communications planning training for the staff of the Parliament of Montenegro	Sept. 2012 – Jan. 2013
Luxembourg Agency for Development Cooperation	EU IPA FODEMO Project “Support for Capacity Building in the Forestry Sector in Montenegro”	Assistance in implementation of communications strategy and action plan for the project; Training and coaching of PR staff of national forestry institutions; Assistance in development of the forest fire prevention public awareness campaign; Drafting and editing services	Jan. 2012 – Jan. 2013
NIRAS	EU IPA Project “Support for the Control and Eradication of Rabies and Classical Swine Fever in Montenegro”	Communicating project; Media monitoring; Communications skills training; PR services; Media relations; Press releases; Regular web site update	Nov. 2011 - June 2012
Luxembourg Agency for Development Cooperation	EU IPA FODEMO Project “Support for Capacity Building in the Forestry Sector in Montenegro”	External independent evaluation of the project training activities	Jan. 2012 – July 2013

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UNDP Montenegro	UNDP Project "Support to Directorate for Anti-corruption Initiative of Montenegro"	Consulting in designing and implementation of anti-corruption public awareness campaigns; Communications planning training	Nov. 2011 - Feb. 2012
NIRAS	EU IPA Project "Support for the Control and Eradication of Rabies and Classical Swine Fever in Montenegro"	Assistance in developing of nationwide communication campaign; Web site content development; Developing communication products; PR services; Communications planning training	Sept. 2010 -Nov.2011
UNDP Montenegro	UN Global Environment Fund Project "Establishing of Regional Parks in Montenegro"	Developing awareness raising program for the project	July – Nov. 2011
Tax Administration of Montenegro	Public Advocacy Campaign Design "VAT is your money!"	Designing communications plan and awareness raising aimed to increase VAT revenues along summer tourist seasons 2011 and 2012	May- Oct. 2011 May-Oct. 2012
Abracadabra Integrated Communications	VISA International Regional Campaign	PR services in Montenegro; Press releases customization and distribution; Media monitoring	April 2011 - November 2011
OSCE Montenegro	OSCE Project "Strengthening the Capacity of the Ombudsman Institution"	Communications consulting	December 2010
WYG International	EU IPA Project "Montenegrin Educational Framework"	Consulting in Implementation of the communications strategy for the project; Public appearance training of the key public speakers	Nov. 2010 – April 2011
REC (Regional Environmental Centre)	Journalism Training	Journalist training devoted to "Eco Journalism and Sustainable Development"	Nov. 2010
Montenegro Institute of European Media (EMR)	Comparative Study on Media Law and Policy "Media in South –East Europe"	Research, analysis; Creation of national part for the study devoted to the relevant situation in Montenegro	Oct. – Dec. 2010
Business Start Up Centre, Bar	Communications Skills Training	Strategic communications planning - product oriented training course	Sept. 2010
UNDP Montenegro	UN Global Environment Fund Project "The Project of Establishment of Nature Protected Area System (PAS) in Montenegro"	Developing communications strategy for Establishing and Managing Protected Areas in Montenegro and Strengthening the Sustainability of the Protected Area System	June 2010
Government of Montenegro, Office for Sustainable Development	"National Communications Strategy for Sustainable Development"	Developing national communications strategy for sustainable development Analytical media monitoring; Coordination with relevant national stakeholders	May – Dec. 2010
Municipality of Bar	Communications Skills Training	PR and communications skills training for administrative staff of the Municipality of Bar	May 2010

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UNIQA Insurance Montenegro	Management Communications Skills Training	Management communications skills training; Media relations; Communications planning; Integrated corporate communications; Techniques of public appearance; TV interview techniques	December 2009
Communication Strategies & Consulting	EU IPA Project “National Qualification Framework of Montenegro”	Consulting and assistance in developing communications strategy and action plan for the project	Nov. 2009
Finish Defence Forces International Centre – NORDCAPS	UN Military Observer Course in Western Balkans	Media relation training for future UN peace observers	May 2009
GTZ/GIZ Office in Montenegro	Project “Regional Conference on Energetic Efficiency in Budva”	Analytical Media Monitoring – “Analysis on Contribution of the Event Publicity to Achievement of Specific Project Goals”	March 2009
University of Montenegro	Developing Strategic Communications Plan	Developing strategic communications plan; Analytical media monitoring; Media relations; Consulting in implementation of the annual communications plans	Feb. 2009 - Dec. 2011
European Institute for Media Law- IRIS Magazine	National Reporting to IRIS Magazine	Regular contributions and reporting on relevant media law developments in Montenegro	2008 – In progress
OSCE Mission in Montenegro	Project “Media and Institutions”	Developing manual “Police and Media Relations”	October 2008
European Agency for Reconstruction and Development, SAFEGE International	EU Project “Reconstruction of Traffic Infrastructure in Montenegro”	Developing communications Strategy and Action Plan for the Project	April 2007