



FORESIGHT

Defining Truth

FORESIGHT's strategists, lobbyists, lawyers, communications professionals, foreign affairs specialists and researchers design and execute integrated programs that define perceptions, attitudes and policies while forging reputations, solidify relationships, and deliver results.

In a period monumental socio-economic changes, emerging challenges, immense competition and changing economies, FORESIGHT has become one of the leading advisory groups by providing outcome-driven intelligence and innovative, client-specific strategic communications to a range of multi national corporations, private and public organizations, NGOs and public figures.

FORESIGHT's blend of experience, expertise, intelligence and a broad network of key contacts enable us to offer results-oriented services in the following areas:

- Public Affairs and Lobbying
- Reputation and Perception Management
- P.R. and Media Affairs
- Social Responsibility
- Issues Management
- Coalition Building and Campaign Management
- Grassroots Communications
- Geopolitical Risk Management
- Events Conception and Management



Today, more than ever, any organization's health and survival is linked directly to its ability to build and to sustain positive and clear relations with its key publics. This is crucial whether it is shareholders, investors, associates, competitors, or political leaders and key decision makers.

With a broad experience in the fields of politics, international relations, energy, health, defence, telecommunications, aviation, security, tourism, infrastructures and social responsibility, FORESIGHT can design and execute a comprehensive client-specific communications strategy or targeted action for a broad variety of private and public organizations, corporations and NGOs.

Expertise

Public Affairs

As businesses are becoming global and new challenges arise, the ability to navigate your vision through government and regulatory policies, political cost, public concerns and conflicted special interests has a profound impact upon any venture. An effective government relations program reflects present's reality while it anticipates trends and expectations that will shape tomorrow's policies and attitudes.

In FORESIGHT we constantly commit our resources in enhancing and renewing our expertise, intelligence and relationships which, along with our sound judgment, safeguard respectful and careful consideration to our client's concerns and views by the decision makers and influencers.

For us, every public affairs strategy becomes a political campaign that blends direct lobbying, advocacy, coalition building, media management, public opinion, grassroots support and traditional public relations that reflect our client's messages to any key audience.

Reputation Management

In FORESIGHT we believe that we have no margin of error in defining our client's reputation neither we can allow others to do on their own.

Today corporate reputation has become a bottom-line asset being under increased public scrutiny which requires pro-active strategy and management that can guarantee clear and accurate communication with a diverse range of key audiences.



Expertise

PR & Media Affairs

In FORESIGHT media affairs is a tactical tool utilized in strategic way.

In a period of significant media influence the competition for coverage and promotion by the electronic and printed media has become immense.

As your strategist, FORESIGHT incorporates critical intelligence, creativity, premium P.R. and media affairs practices while capitalizing on a variety of indirect and direct winning opportunities to strategically develop and deliver the right message to the right target audience through the most credible and effective mean for each specific case.

Social Responsibility

Having worked for many years on a variety of social-sensitive issues and public awareness campaigns related to health, environment, education, culture and philanthropy for corporations, public organizations and NGOs, we have the ability to design and implement Corporate Social Responsibility (CSR) strategies on a holistic and strategic way with profound impact on our client's reputation.

We view CSR as part of an overall reputation and issues management process. While we realize that CSR has to manage risk, create corporate reputation value and produce specific bottom-line results for our clients, in FORESIGHT we are committed in designing and developing programs that will contribute to a better world through tangible and measurable social benefits.

Issues Management

Strategic thinking is the cornerstone upon which FORESIGHT lies. For us, it is the heart of what we do.

In that context dealing with our client's reputation, whether a private or public organization, a businessperson, or a politician, we are committed in exploring all possible direct and indirect parameters that can influence at any given moment our mission.

FORESIGHT's strategic and diplomatic thinking provide utmost value in critical times through proper preparedness, perception audits, sound judgment, results-driven intelligence and contingency planning that safeguard our client's perception to any target audience.



Expertise

US Affairs

The Washington, D.C. environment, although distant to many, has a global impact. As the global community comes closer together through commerce, culture, information and technological innovation, the decisions that are made in Washington, D.C. by a rather small group of elected and appointed officials and technocrats, will continue to affect the economies and societies around the globe.

In such a sensitive environment, orchestrated and strategically planned communications along with sophisticated political assessments and strong relationships can offer critical advantage.

With more than 35 years experience in working with corporations, institutions, private and government organizations and academia from the United States, FORESIGHT has the necessary expertise to empower and define your presence in Washington D.C. and the United States.

About Foresight

Since its opening in 1998, FORESIGHT offers strategic communications advisory services related to public affairs, reputation management, public relations and media affairs, issues management and events conception and management to corporations, private and public organizations and NGO's in Greece, in the United States and in the broader region of southeast Europe and the eastern Mediterranean.

The firm's diverse group of advisors and associates includes professionals of high academic background, with varied and extensive international experience in the fields of communications, diplomacy, foreign relations, policy making, international marketing and financing.

The entire team is driven by high level of energy, commitment and professional assertiveness combined with the ability to explore, innovate and complement new concepts while providing exceptional levels of service.

FORESIGHT is a think-to-act group that combines international experience, expertise, creativity, and strategic insights with key intelligence analysis thereby enhancing our clients' ability to reach their objectives in today's changing economies.

Partial Client List

NOVARTIS



AMERICAN-HELLENIC
CHAMBER OF COMMERCE

JANSSEN-CILAG



ALPHA BANK

Woodrow Wilson
International Center
for Scholars

CLUB HOTEL CASINO LOUTRAKI
CONFERENCE RESORT & CASINO



ATEbank

unicef



LAURENTIADIS
GROUP OF COMPANIES

Pfizer

VICHY
LABORATOIRES

AECEAN



NATIONAL BANK
OF GREECE

άμα
ωής
HELLENIC ASSOCIATION
OF WOMEN WITH BREAST CANCER



Pierre Fabre

MOORE STEPHENS
CHARTERED ACCOUNTANTS



LIFELINE

J&P
aBak

Montegrappa
ITALIA

CENTER FOR
HELLENIC
STUDIES
Bartleby University

Logitech

ΕΠΙΧΕΙΡΗΣΗ ΥΓΕΙΑΣ
ΚΟΙΝΩΝΙΚΗΣ ΑΣΦΑΛΕΙΑΣ

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OLYMPIC

KAPA research



LAND-ROVER

AMERICAN
EXPRESS