



ITALY'S FIRST
VIRTUAL
COMMUNICATION
NETWORK.

**IF&
BUT**

NETWORKDI
COMUNICAZIONE

1.



WE ARE ITALY'S FIRST VIRTUAL COMMUNICATION NETWORK.

Welcome to the world of if&but, the place where company communication meets innovation.

We put the best experts in the field of public relations, advertising and Internet Communication at your disposal.

We are always at your side. Every minute. All over Italy.

Because if&but is the first network to bring together communication experts in a unique virtual site: the website www.ifbut.com

ifbut.com

immediate contact: +39 02 898 666 08

**IF&
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2.



HAVE YOU EVER WONDERED...

... how many things you can do to promote an activity? And have you ever asked yourself how many different professions work behind the creation of a communication project?

if&but has selected the best experts in each sector. For you, it has brought them together in a meeting room. Open 24 hours a day. Seven days a week. The meeting room is our website www.ifbut.com

To simplify the work as much as possible, you will have just one point of reference to talk to. A person in-the-know, ready to give an answer to your every question. Committed to coordinating a team entirely dedicated to the activity on your behalf.

You will be able to continuously monitor the advancing of the communication project in the reserved area of our website. Wherever you are, in all the corners of the world, you will know “where we stand” in real time.

The organisation structure of the network allows great savings in management costs. Therefore, we can afford to offer you continuous assistance and a high quality service at very competitive prices.

If we have caught your attention, read the following pages to see what we can do for you. There are innumerable ideas to promote an activity. We create them all.

3.

Internal communication

Relations with employees
Communication training.

Media relations

TV/Radio/Press media relations
Press reviews and monitoring
Assessment of press result

Publishing products

Corporate brochures
House organ newsletters
Institutional videos

Training

Media training
Public speaking
Press/TV/radio interview techniques

Events

Large events in the corporate and marketing area
Workshops and seminars
Exhibitions
Road shows
Sponsorship



PUBLIC RELATIONS

By means of the public relations activity, if&but helps you to build the notoriety of your company. Preserve its image. Spread awareness of the products.

if&but's consultants also strive to teach you the techniques of interpersonal communication. They explain to you how to sustain an interview. They reveal the techniques to speak effectively in front of a large audience.

Communication is present in every moment of a company's life. For this reason if&but is always at your side. We take care of even the smallest detail with just one aim. Being useful to your business.

4.

Strategic and creative design of TV, radio, press and hoarding advertising campaigns.

Logos and brands.

Visiting cards, headed notepaper, forms

Brochures

Catalogues

Pamphlets

Merchandising & Gadgets

Direct marketing

In-store promotion

P.O.P.



ADVERTISING

Space for creativity and all that you have never seen before.

Do you wish to give a voice and image to your activity on the most sought-after stages?

Good. Your company has to be unique. Standing out from the others.

We take care of everything: from your visiting cards to your posters. From your headed notepaper to your press campaign.

Call if&but, sit back and relax: there's something new to see!

ifbut.com

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**IF&
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5.

Design, production and updating of static and dynamic websites.

Analysis of language and writing of contents.

News production

Writing of periodical newsletters

Public relations on-line

Web advertising



INTERNET COMMUNICATION

if&but would not exist without the Internet.

Our network was born on the great network.

We dedicate passion and daily study to the features of the marvellous communication tool.

Discover why we concentrate so much attention to the design of a website. Assess our on-line communication strategies to spread awareness and increase the number of visits.

Ask us how you can get the most from the Internet.

Every day, for years we have been striving to improve our knowledge. Only to give you winning answers.

6.



HOW TO CONTACT US

if&but on the web: www.ifbut.com

Write to us: info@ifbut.com

Information and customer assistance:

Tel. +39 02 898 666 08

ifbut.it
immediate contact: +39 02 898 666 08

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www.ifbut.com