

Webinar: Storytelling & Invested in Europe



Getting started

Gathering stories



Make sure you cover all bases before starting

- What kind of stories you would want to receive?
- What would meaningful stories demonstrate?
- How would you expect the information be gathered?
- What other elements do you need?

Spread the word

- We sent an email from our CEO
- Made sure we mentioned the motivation and expected results of the project
- We sent them an example and detailed information
- We replied with more information or organized calls to answer questions

Editing

- Consistency between stories is key; that doesn't mean they should all be the same
- We decided to condense stories to 200 – 250 words
- We looked for a three paragraph structure ISSUE – IMPACT - SOLUTION
- We did the editing in house

What to look for in a story



- It is relevant to the topic
- There are enough numbers / data to support the facts
- The actions are meaningful / proportional to the capabilities of the company;
- It brings interesting details about the subject
- It is a local project, shows impact on a specific community / group of people



- There is no data included, just broad, general statements;
- Very small actions with little impact;
- The story is actually an advertorial for the company;
- Project is global or too broad;
- No details on how it impacts communities;

How the editing process works

The world needs more entrepreneurs. The ingenuity and commitment of a man or woman is the driving force of innovation, growth and value creation for all. That is why it was Michael [REDACTED], highly engaged as an ambassador for the Sustainable Development Goal 8 on entrepreneurship and job creation. Because entrepreneurs are the ones who will create the 600 million jobs that are needed to create job opportunities for a growing global workforce.

[REDACTED] was founded 30 years ago by Michael [REDACTED] at that time a young student and entrepreneur who saw a need for building customized PCs with a much faster delivery time than what was the standard at that time. The first computers were built in his dorm room. Now, [REDACTED] technologies is the largest privately owned IT-company in the world – and still with Michael as the CEO. The entrepreneurial spirit that founded [REDACTED] is still very much a part of the company DNA – who calls itself “the world’s biggest start-up”. It also means that the people of [REDACTED] have a big heart for working with and supporting entrepreneurs around Europe.

Supporting women entrepreneurs in global supply chains

Women-owned entities represent more than 30 percent of registered businesses worldwide (International Finance Corporation). Yet according to [REDACTED], those women-owned businesses are earning less than one percent of the money large corporations and governments spend on vendors. It’s just one example of how diverse businesses are missing out on opportunities.

[REDACTED] is working to change this. In FY16, the company spent \$4.9 billion with small, women-owned, and minority-owned businesses. Plus, over the last decade, a range of mentoring, training and networking programs around the world have helped thousands of diverse suppliers scale their businesses.

In 2000, [REDACTED] hired [REDACTED] a woman-owned small business to support the [REDACTED] Europe, Middle East and Africa (EMEA) region’s communications team during a major event. At that time, the newly formed London-based integrated marketing agency only had three fulltime employees. This successful project led to another, and today, [REDACTED] has more than 35 employees and says [REDACTED] has been instrumental in its growth.

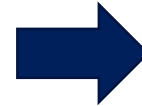
“As an independent small business, we often rely on our own initiative and support system. But working with [REDACTED] I have a supplier diversity mentor with whom I meet with monthly. Her expertise has boosted my knowledge of procurement best practices,” says [REDACTED] founder and CEO Elizabeth Heron. “We’ve also been able to network with company directors and discover so many new opportunities within [REDACTED] and with other clients. I’m thrilled at how [REDACTED] has helped a company of our size open up amazing opportunities!”

Creating platforms to drive entrepreneurship

[REDACTED] is supporting a number of entrepreneurship networks and incubators around the world. A good example is [REDACTED]. The purpose is to connect DWEN women to the resources and networks they need to grow, scale and future-ready their businesses.

What originally inspired [REDACTED] to create DWEN was something quite. It was at the height of the recession in 2009 when the company started brainstorming ways to help customers continue to grow and positively impact the global economy. Because entrepreneurs have historically led the economy out of financial crisis, [REDACTED] decided to focus on women entrepreneurs in particular who struggle to access the capital, networks and resources they need to really get their businesses off the ground and growing.

In 2015 the global network met in Berlin to discuss and inspire how to support women entrepreneurs and business owners across Europe to scale business and create long lasting value for society. The [REDACTED] network now consists of more than a thousand female entrepreneurs and CEOs around the world. They are



Supporting women entrepreneurs to grow and thrive

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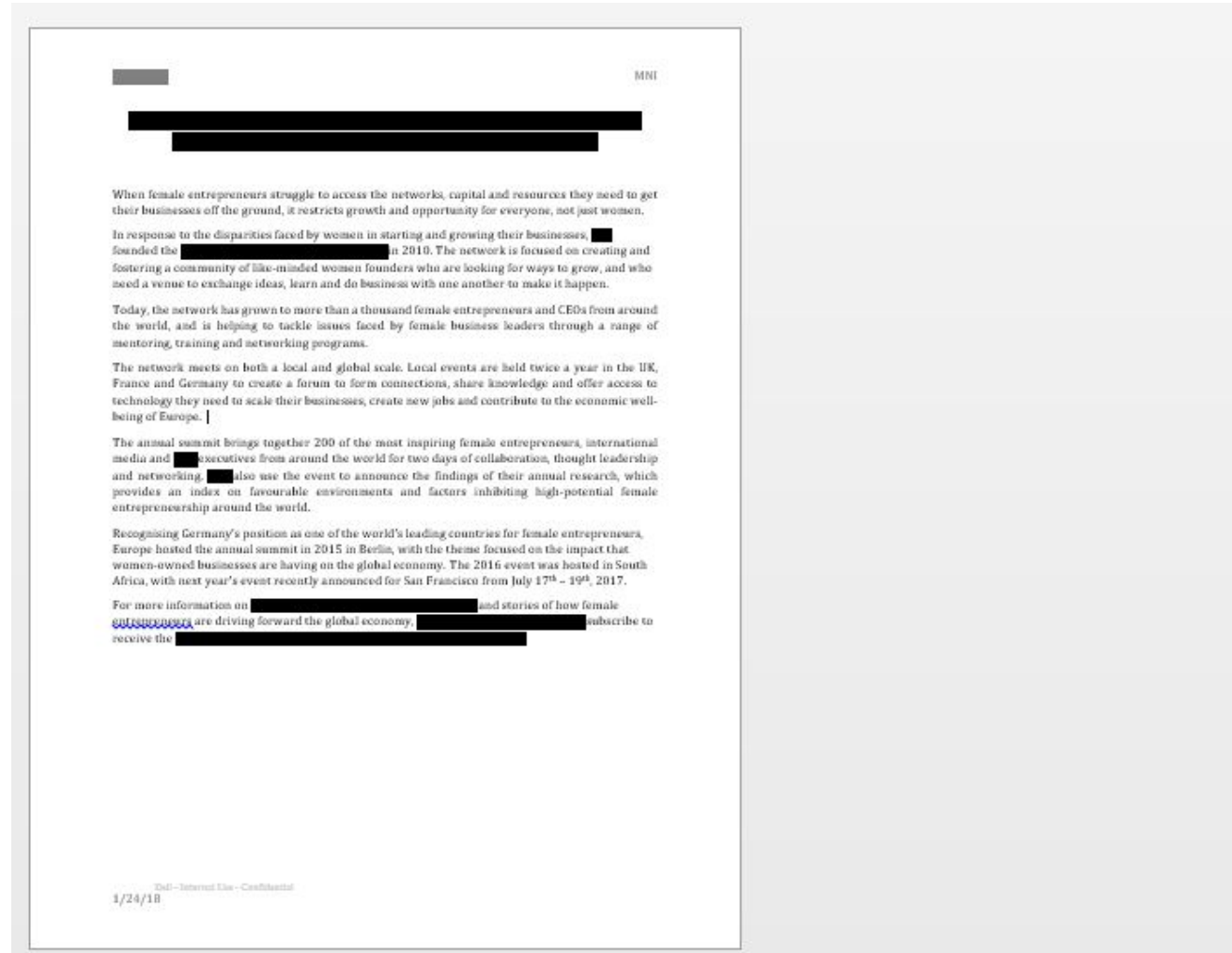
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smart, innovative business leaders with the potential to create net new jobs, solve world problems, and significantly contribute to the economic well-being of their communities and the world.

Make Hobbies
Some color too. Hg!ht

Hidden in an advertorial-style article might be a great story. Don't discard anything without thoroughly checking.

How the editing process works



How the editing process works

[REDACTED] provides technology and consulting services across the globe, employing over 400,000 people in over 170 countries. In Europe it has been operating since 1910 and then developing a strong presence in central and eastern Europe with the opening of its Czech office in 1992.

In December 2015, [REDACTED] announced that it will open a new office in Munich which will serve as the global headquarters for the new [REDACTED] as well as the first [REDACTED] super center. This represents [REDACTED] largest investment in Europe in more than two decades!

The 'campus-like' environment will bring together 1000 [REDACTED] developers, consultants, researchers and designers to drive deeper engagement with clients and partners. They will be part of a global team that will include more than 2000 data scientists, developers, designers, consultants and salespeople across six continents. It will house a collaborative lab for data scientists, engineers and designers to work with clients and partners to build a new class of connected solutions at the intersection of cognitive computing and [REDACTED] business.

Germany is widely recognized globally for being at the forefront of the adoption and development of [REDACTED]. This is in part due to the German government's Industry 4.0 initiative. Germany, being home to some of the most innovative automotive, industrial and financial companies, all employ strategies to deal with the massive amounts of data that their products are creating, is an ideal environment from which to foster greater collaboration and innovation globally.

While [REDACTED] will draw talent from around the world, the prospect of tapping into some of the best engineering, design and programming talent in the world is also a huge draw when it comes to investing in Europe.

[REDACTED] its largest investment in Europe

[REDACTED] around 1000 developers.

Marius Nicolescu
What is the approximate amount of this investment?

Marius Nicolescu
In terms of number of jobs created, can we put this estimate at 1000 or do you have another figure?

[REDACTED]

Europe is home to some of the most innovative automotive, manufacturing, industrial and financial companies. All of them require new strategies to deal with the massive amounts of data that their products and services are creating.

In December 2015, [REDACTED] investment in Europe is more than two decades by opening [REDACTED] a country widely recognized for being at the forefront [REDACTED]. The amount of the investment totalled more than [REDACTED] million euros.

The first ever [REDACTED] for new business opportunities. [REDACTED] encourage greater collaboration, bringing together around 1000 developers, [REDACTED] accelerating [REDACTED] innovation.

The potential to utilise substantial engineering, design and programming talent to accelerate global innovation is a key incentive for investing in Europe. [REDACTED]

Read more by visiting [REDACTED]

Post-editing

- Check with the company for final wording
- Make sure you secure the rights for the content
- Make sure you have all additional materials
- Publish it!

Sharing your stories



Choose your medium and timeline

- Print vs. digital: which format is best for you?
- Be realistic with your resources and timeline

JANUARY 2017

- Promotion plan
- Website development

FEBRUARY 2017

- Sign off

MARCH 2017

- Launch

2017> promotion and updates

... So you want to create a web platform?

1. Create an identity for the project

Invested in Europe
— OUR STORIES —

2. Choose the domain name

DOMAIN NAME PROPOSALS

investedineurope.eu

investedineurope.com

investedineu.com

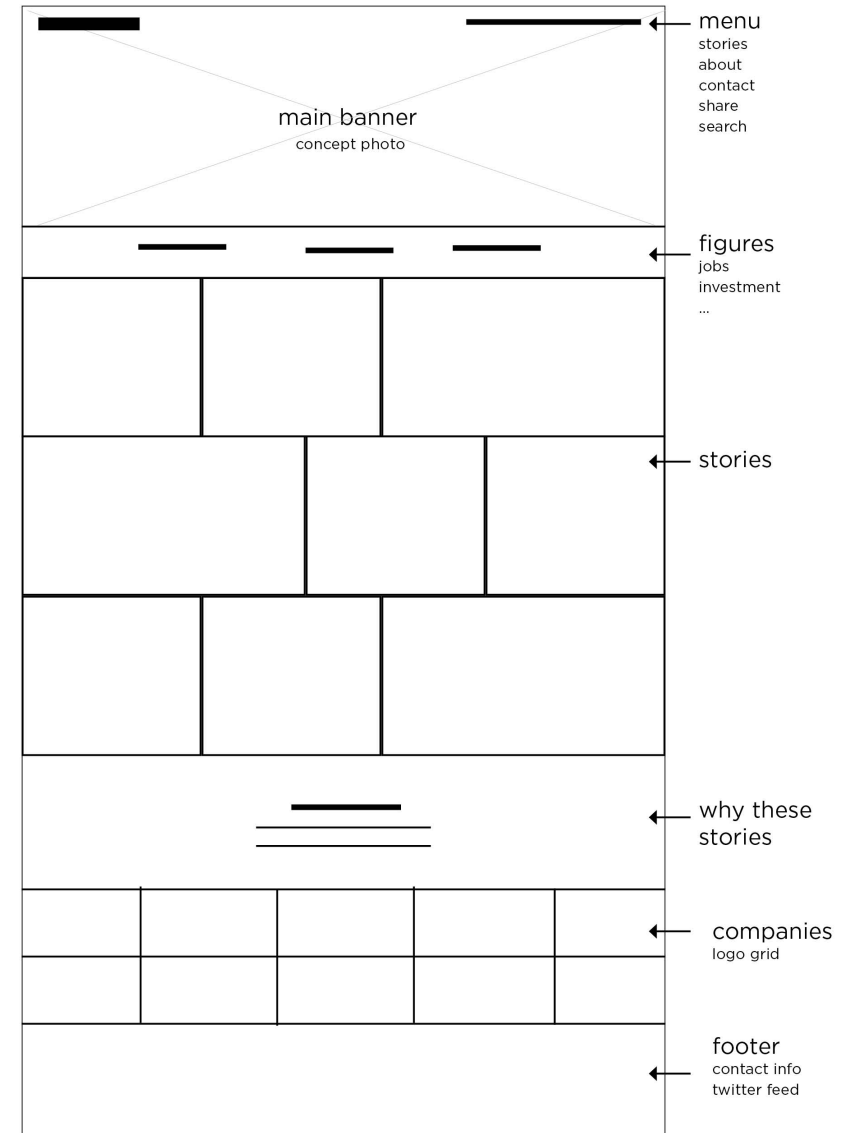
3. Where to host it?



5 steps to creating a web platform

4. Plan out your content

5. Choose and populate the template



Spreading the word

Internally & with your members

Invested in Europe

— OUR STORIES —



Dear members,

We are excited to share with you our newly-launched initiative,

Invested in Europe: Our Stories

which showcases US companies' commitment to people and communities in Europe
-- beyond the numbers.

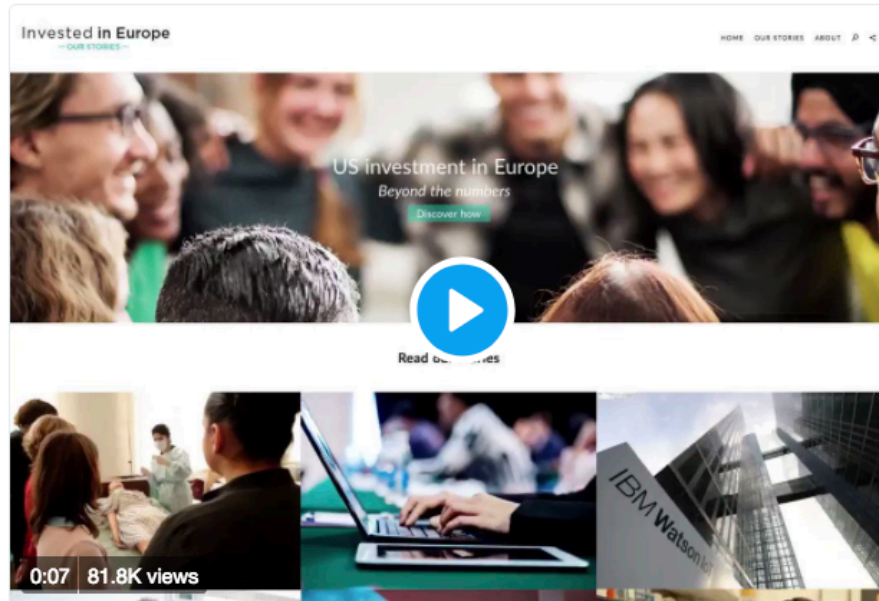
Through storytelling, we aim to illustrate the **positive impact US companies have across the continent** and offer tangible examples to the broader public.

Spreading the word

Externally with your target audience



US companies in Europe employ millions of Europeans & are the largest source of on-shored jobs in EU. #InvestedinEU



Invested in Europe

- Povestile noastre -

How US investment translates locally | Romania



Creating quality entry-level opportunities for youth in Central and Eastern Europe

Share it: [Twitter](#) • [Facebook](#) • [LinkedIn](#)



GE is participating in initiatives to support and grow **quality entry level opportunities for young talent in Europe** through internships and apprenticeships.

514 students in Central and Eastern Europe (Hungary, Romania, Poland and the Czech Republic) have participated in leadership training through scholarships and summer seminars.

3000 internships created annually across Europe

€2.7 million invested to develop the next generation of student leaders in Europe

[Read the story](#)

[Read more stories](#)

Invested in _____

Thanks!

Brigit Carroll | Marius Nicolescu

bca@amchameu.eu

mni@amchameu.eu

amchameu.eu

