

Officer for Public Relations at PO Zurich – Nathalie Seibel

Dear CO-ME members, this month I have started my work to support the PR activities of the NCCR. My challenge is the realization of the communication concept, you find on the internal CO-ME homepage. Thanks to my studies of communication arts at the New York Institute of Technology as well as my work for advertising agencies, magazines, TV-stations and multimedia corporations in Switzerland and England, I am well-versed in communication and look back on broad experiences in Public Relations for various clients of industries, NPOs and services.

Regarding the NCCR my main effort lies in building up awareness and know-how for communications issues and adequate procedures with the intention to facilitate the information flow between the participants in order to guarantee the availability of media/public relevant topics/issues from the subjects. Within the next months a web-update, regularly newsletters to address external target groups (e.g. sponsors, media, political realm and the interested public in general) as well as an actualized information platform/archive are planned.

In order to bring the NCCR CO-ME to light and achieve these goals, I'll need your assistance and a bit of your precious time. To minimize both I'd like to meet you personally for short interviews and updates upon your projects.

Looking forward to meet you soon.

I sent you warm regards and thank you for your support in advance.

Nathalie Seibel