



PROA

Strategic Communications
& Public Affairs

Member of
STRUCTURA 

IIIQ 2023

CONSULTANTS with 20+ YEARS of EXPERIENCE

What do we do?

We provide communications, public relations and public affairs strategic services and advice.

What for?

In order to build, manage and protect our clients' reputation.

What do we achieve?

Building bridges of understanding among key audiences so as to foster a positive environment for our clients' institutional, political or business objectives.

Since 2002,

we have provided our services to **companies, associations, institutions and public entities,** to **support them in achieving their** business and institutional **goals.**

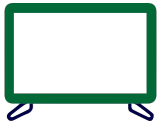
OUR SERVICES...

... provided through a **dynamic dialogue** aligned to today's audiences and demands.

And **we deliver**, because we have a **100% vocation** of...



REPUTATIONAL RISKS: INCREASINGLY TANGIBLE



MEDIA

When exposed by media outlets



POLITICAL

When institutional relations experience a setback



LEGAL & REGULATORY

When accused of breaking the rules



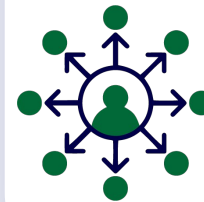
INTERNAL or OPERATIONAL

When stakeholders are affected



LEADERSHIP

When corporate values are being questioned



SOCIAL

When bridges with the community are broken

WHAT DO WE DO



Strategic
Communications



Media
Relations



Public
Affairs



Workshops &
Trainings



Social
Media



Crisis
Mitigation &
Management

STRATEGIC COMMUNICATIONS

- ▲ Assertive communication tools and methodologies to achieve long-term relationships with stakeholders.
- ▲ Tailored communication plans and diagnosis.
- ▲ Public controversies' prevention and contention.
- ▲ Favorable perception and corporate / institutional image.



Creation

- Communication identity and corporate storytelling
- Comms. Department
- Communication guidelines and policies (internal / external)



Design and Implementation

- Corporate Comms Strategic Plans (internal / external)
- ESG Strategic Communications Plan (environment; sustainability; gender equality, diversity and inclusion)



Diagnosis

- Internal communications
- Media relevance, through PROA's MIRA Index (Medición Integral de Relevancia en el Ambiente Mediático)
- Media risks



Research and Analysis

- Media Benchmark
- Relevant media topics
- Media Narratives



Writing

- Speeches
- Content (articles, blogs, infographics, *fact-sheet*)



Crafting and updating materials

- Crisis comms: Handbooks / guidelines.
- Communication Playbooks (corporate statements, key messages, Q&As, etc)

MEDIA RELATIONS

- ▲ Media's key relevance as information providers and perception shapers.
- ▲ Communication bridges between Media and our clients.
- ▲ Strategic relationships with reporters, editors and KOLs.
- ▲ Media narratives.



Acting as...

- Press Office



Planning...

- Press conferences
- Forums
- Webinars



Editorial crafting and review of...

- Articles and Op-Eds



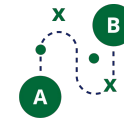
Management of...

- Interviews and publications
- 1 on 1 meetings with Key Opinion Leaders
- Media Crisis



Crafting and issuing...

- Press releases, national and international



Strategic mapping and contact with...

- Relevant media outlets



Coverage of...

- Relevant topics and events



PUBLIC AFFAIRS

- ▲ Sectors and industries communication analysis.
- ▲ Potential alliances, risks and relevant matters identification.
- ▲ Stakeholder relationship management.
- ▲ Current critical affairs detection and analysis.
- ▲ Advice in risk prevention, conflict management and regulatory and legislative agendas follow up.



Crafting of...

- Engagement strategies
- Stakeholder management strategies
- Storytelling for specific audiences



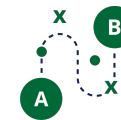
Identification and Analysis of...

- Key Public Affairs and Stakeholder Management
- Current affairs and political & economic prospective
- Relevant topics and matters in Media outlets



Management of...

- Strategic alliances with relevant organizations



Mapping of...

- Key Stakeholders
- Reputational risks



Coverage of...

- Presidential Conferences
- Relevant matters and events



WORKSHOPS and TRAININGS

- ▲ Wide theoretical and practical training portfolio.
- ▲ Communication and public speaking skills to generate impact on key audiences.
- ▲ Specialized and tailored workshops and trainings.



Workshops

- Speechwriting and delivery
- Storytelling
- Media training / public speaking
- Key messages crafting
- Crisis management
- Neuro speech



Trainings

- Gender perspective strategies
- Social media's best practices



SOCIAL MEDIA

- ▲ Digital communication strategies for multiple channels and audiences.
- ▲ Tailored campaigns.
- ▲ Creation of specialized digital content, based on graphic arts and animations, videos adapted to formats such as TikTok.
- ▲ Active digital listening and personalized traffic, attention and incidence campaigns.



Design and implementation of...

- Social Media strategies (diagnosis included)



Crafting of...

- Social Media contents
- Social Media Guidelines



Identification, analysis and monitoring of...

- Digital KOLs
- Social Listening



Evaluation of...

- KPI's setting and achievement



Management of...

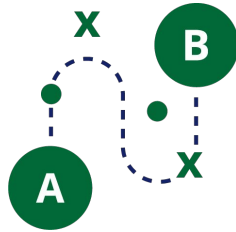
- Community Manager
- Social Media crisis
- SEM and Social Media Advertisement



CRISIS MITIGATION and MANAGEMENT



Handbooks
for crisis
prevention and
management



**Management
and resolution of**
Media crisis



Media Trainings



**Practical
exercises**

WHAT MAKES us DIFFERENT: PRoa's METHOD



PRoa's Method is our **strategic value approach** behind each one of our strategic communications and public affairs efforts.

It is based in **four management, results oriented levels**:

1. Our **clients'** communication needs form the main **core**.
2. We analyze, design and implement **tailored strategies**.
3. Our bet for **innovation, talent and experience** makes us different and the best choice to receive **specialized advisory services** from each member in our consulting team.
4. Positive results in terms of **reputation, credibility, positioning, social license and incidence**.



PRoa's TEAM

PRoa is integrated by highly qualified professionals in **strategic communications** and **public affairs**.

Our members have relevant experience in:

- Public affairs, both in public and private sectors
- Public speaking
- Journalism and public agenda
- Social Media
- Public Policy
- International relations and diplomacy
- Political, legislative and regulatory analysis
- Academic and applied research





**MARCO
PROVENCIO**
MANAGING PARTNER

Before founding PROa in 2002, he served 20 years in the Mexican Federal Government. His professional career began in the Mexican Treasury, where he became General Director for International Financial Affairs and the Ministry's spokesperson. After that, he was appointed Press Secretary and Spokesman to the President of México, Ernesto Zedillo. Marco holds a bachelor's degree in Economics from the Universidad Iberoamericana and a Master's Degree in Economy and Public Policy from Princeton University.



**IGNACIO
FERNÁNDEZ**
PARTNER and
CONSULTANT

He began his career as a journalist in Spanish media outlets such as El Mundo, Cope Mallorca, El Correo de Bilbao and elmundo.es. After that, he worked as an assistant researcher and consultant for the Graduate School of Political Management in Washington DC. He holds a bachelor's degree in Journalism from the Universidad San Pablo CEU in Madrid, Spain, and a Master's Degree in Political Management from the George Washington University.



SANDRA ANGARITA
PARTNER and CONSULTANT

Sandra has pursued a career as a political analyst, both in the public and private sectors. She worked as editor in Publimetro Mexico and led the Political Analysis Unit in Zimat Consultores. Currently, she leads communications and public affairs strategies in PROa. Originally from Colombia, Sandra holds a bachelor's degree in Political Science with honors from the Universidad de Antioquía and a Master's Degree, with major in Crisis Communications from the Universidad Iberoamericana.



CLAUDIA PAZ
PARTNER and CONSULTANT

Before joining PROa, Claudia served as Communications Coordinator in Grupo Techint, an industrial group. She also led the corporate communications of SENER, an engineering and technology group, and worked in the communications department of BAL-ONDEO. She holds a bachelor's degree in Communications and a Master's Degree in Administration from the Universidad Iberoamericana. She is also a lecturer for undergraduate and graduate programs at the Universidad Panamericana.



TARSSIS DESSAVRE
PARTNER and CONSULTANT

Tarssis has an extensive career in different organizations, having served, among others, as public information assistant in ECLAC (The Economic Commission for Latin America) and as a journalist in the Mexican newspaper, Reforma. In PROa, she has earned an specialization in industries such as energy, transportation and tourism. Tarssis graduated with honors in Journalism and Media at the Instituto Tecnológico y de Estudios Superiores de Monterrey.



RAFAEL RENDÓN
PARTNER and CONSULTANT

For close to two decades, Rafael served in different communications areas within the Mexican Federal Government, among them the Treasury Ministry, Mexico's Presidency and the General Attorney's office. He has a wide experience in public relations, community engagement and media trainings. He holds a Bachelor's degree in Journalism and Collective Communications from the Universidad Nacional Autónoma de México.



ÓSCAR CUEVAS
CONSULTOR SENIOR



MARIANA OROZCO
CONSULTORA SENIOR



ENRIQUE de la VEGA
CONSULTOR SENIOR



ESTEFANÍA REPIZO
RESPONSABLE del ÁREA
de DISEÑO



ANA REYES
RESPONSABLE del ÁREA
de PROCESOS y TALENTO



NATALIA SÁNCHEZ
RESPONSABLE del ÁREA
de REDES SOCIALES



JUAN TORRES
CONSULTOR JUNIOR



BELÉN HURTADO
CONSULTORA JUNIOR



CÉSAR REVELES
CONSULTOR JUNIOR



JORGE VUELVAS
CONSULTOR JUNIOR



BRENDA PLAZA
ANALISTA de CUENTA



KARIME AGUILERA
ANALISTA de CUENTA



AXEL OCHOA
ANALISTA de CUENTA



LUZ del MAR PATIÑO
ANALISTA de CUENTA



DIANA MEZA
ANALISTA de CUENTA



RODRIGO VARGAS
DISEÑADOR JUNIOR



ALEJANDRO AVILA
BECARIO



SOME of OUR CLIENTS

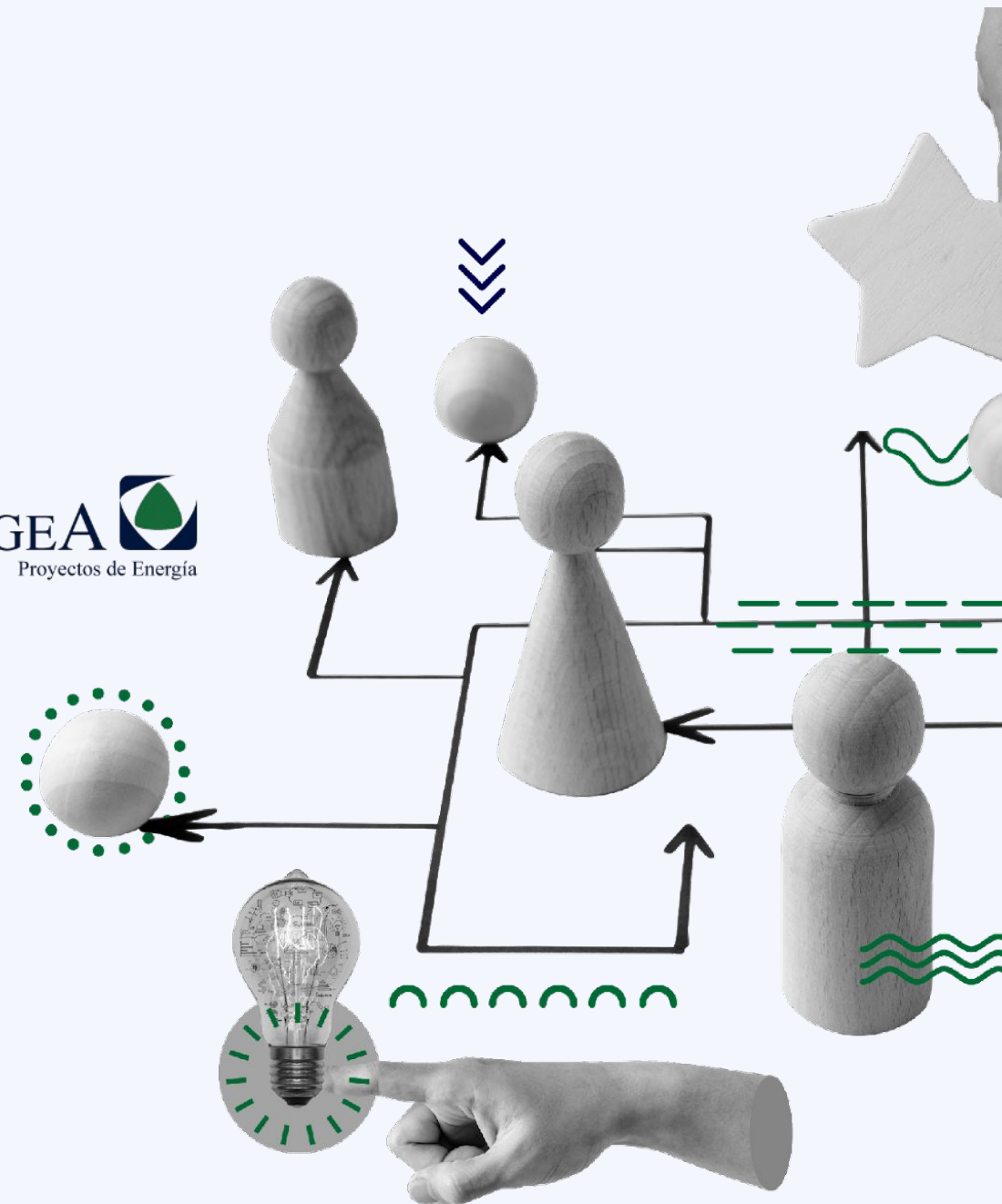
Over our 20+ years' experience, we have been honored in providing our services to clients such as:





StructurA is the sum of specialized consulting services so as to offer integrated solutions to complex public affairs challenges:

- Economic and Political Consulting
- Strategic Communications and Public Affairs
- Business Development
- Energy projects and consulting



STRATEGIC ALLIANCE

- Monarch Global Strategies is a business and public affairs consulting firm, with offices in Washington, DC; Los Angeles, CA; Monterrey, NL, and México City.
- Monarch delivers advanced solutions in corporate affairs, market access, trade, investment, tax, regulations, and government relations, together with strategic legal counsel.
- Monarch and PROa have a strategic alliance to add consultancy capabilities within the Northamerican market.
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proacomunicacion.mx

Av. Miguel Ángel de Quevedo 8 Desp. 701
Col. Ex Hacienda de Guadalupe Chimalistac
Alc. Álvaro Obregón, Ciudad de México 01050

 (+52) 55 5442 4948 ext. 10

 proa-in  PRoa_TW  PRoa.FB  proa_ig  proa_tik