

Trzeciak Consulting

Trzeciak Consulting agency is based on almost 20 years of experience of Sergiusz Trzeciak in public relations, cooperation with Polish and international organisations, politicians, and public figures, as well as working as an expert in the field of personal branding.

Consulting

We provide communications and media audits and use their results to prepare a comprehensive communications strategy and implementation plan.

- ✓ Communications audit
- ✓ Communications strategy
- ✓ Implementation of the communications strategy
- ✓ Consulting in key areas
- ✓ Crisis management
- ✓ Support in cooperation with partners and contractors
- ✓ Defining new directions of development



Public Relations

We help to establish a successful internal and external dialogue. A thorough knowledge of the media environment enables us to provide our clients with an opportunity to build sustainable media relations.

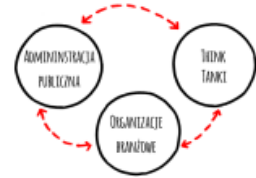
- ✓ Internal and external communications audit
- ✓ Internal and external communications strategy (including web communications)
- ✓ Communication management for companies, organisations and public figures
- ✓ Image management for CEOs and upper managerial staff
- ✓ Workshops, media trainings and public speaking trainings
- ✓ Copywriting and editing
- ✓ Media relations
- ✓ Media monitoring
- ✓ Press office management



Public Affairs

We help to build positive relations with authorities, public figures and local governments. Contacts with key stakeholders can strengthen your position on the market and help your organisation to achieve your goals.

- ✓ Relations with members of the parliament
- ✓ Relations with the government administration
- ✓ Relations with local authorities
- ✓ Legislative monitoring
- ✓ Media monitoring
- ✓ Relations with think tanks
- ✓ Relations with professional organisations



Branding

A strong personal brand is essential to success. Sergiusz Trzeciak is one of the best known promoters of personal branding in Poland and the author of books on personal brand coaching, leadership and public image in the Internet.

- ✓ Personal branding programme – workshops, counselling and mentoring at each stage of the programme
- ✓ Personal branding strategy – goals, target groups, message, tools and tactics
- ✓ Strategic counselling in personal branding
- ✓ Trainings in personal branding strategies
- ✓ Media coaching and media cooperation
- ✓ Book coaching – support in the process of writing and publishing



Training

A knowledge boost and satisfaction of thousands of individuals who have participated in workshops and trainings conducted by Sergiusz Trzeciak in 9 countries over the last 20 years is the best recommendation of our training services.

- ✓ Trainings for professional speakers
- ✓ Trainings in media appearances
- ✓ Training in personal branding in business



- ✓ Training in personal branding in public institutions and organisations
- ✓ Media coaching
- ✓ Motivational speaking and public speaking
- ✓ Long-term training programmes in personal branding in business

Benefits of cooperation with Trzeciak Consulting:

- ✓ Experience in media relations.
- ✓ Experience in relations with decision-makers, politicians, representatives of public opinion and opinion leaders.
- ✓ Experience in building a public image.
- ✓ Flexible and individual approach to the client.
- ✓ Strategies for adaptation and proposals for activities.
- ✓ Engagement and cooperation based on openness and trust.
- ✓ The common strive to achieve these objectives.

PhD, L.L.M Sergiusz Trzeciak



Political scientist, lawyer, personal branding, public image, political marketing and PR expert. Long-term coach and political consultant with extensive international experience.

Graduated from the Department of Law and Administration at the University of Adam Mickiewicz in Poznań. Awarded the title of L.L.M in the field of constitutional comparative law at the Central European University. Studied at St. Antony's College at the University of Oxford as a Scholar of the British Council. Defended his doctoral dissertation at the Department of International Relations at the London School of Economics. Alumnus and lecturer of the School of Leaders. Lecturer of political marketing at a leading Polish private university - Collegium Civitas in Warsaw - and personal branding at PAN (Polish Academy of Science) as a part of MBA and DBA programmes.

Chairman of the Sobieski Institute in Warsaw from 2006-2008. Consultant and trainer at OSCE – with over 300 leaders of social and political organisations in Europe, Asia and North Africa trained.

Consultant for political parties, electoral staff and candidates in both parliamentary and local elections for the last 20 years. Leads training on the topic of political marketing, media presence, PR and building a personal brand – attended by several thousand people, including several hundred local and foreign members of parliaments, as well as almost a thousand representatives of local governments, mayors, presidents and councillors.

Consults companies and public figures regarding personal brand creation, formation of public image and PR.

Actively comments on politics, public image and personal brand via over 100 media outlets in Poland and abroad, including The Economist, The Guardian, European Voice, The New York Times and Niezawisimaja Gazeta.

Author of 10 books in the field of personal branding, political marketing and political analysis, released both in Poland and in the UK (by Routledge):

Personal branding for Leaders, Coaching marki osobistej, czyli kariera lidera (Personal brand: career of a leader), Wizerunek publiczny w internecie. Kim jesteś w sieci? (Public image on the Internet. Who are you on the Web?), Drzewo kampanii wyborczej, czyli jak wygrać wybory (The tree of a political campaign – how to win elections), Poland's EU Accession, Marketing polityczny w Internecie (Political marketing on the Internet), Gra o Europę. Negocjacje akcesyjne Polski z Unią Europejską (Games about Europe. Accession negotiations between Poland and the European Union), Kampania wyborcza. Strategia sukcesu (Electoral campaign. The strategy of success), Jak wygrać wybory samorządowe (How to win local elections), Strategie kampanii wyborczej (Electoral strategies).

