

# #247 WAY

How we work together with each other,  
with our clients and with our partners.

**A set of shared beliefs and practices.**

We don't dream of success.  
We earn it.

# Earn trust.

The key word in what we do,  
and what we stand for.

We are in the drivers' seat.  
We steer, navigate and keep  
the pace.

# Drive change.

We're open for The New.  
We embrace the progress.

# Welcome to 24/7 Communication

## about this booklet

**Y**ou can study to become a lawyer. Or an architect. But not to become a 24/7-er. That happens. But like lawyers and architects, 24/7-ers have their own language and habits. These are not rules, not instructions. Our internal language and habits are an unwritten way of how we do

things over here. Grown over time by people working together. It may come handy to know a bit about this – so you can smoothly enjoy the your ride. Hence we have taken the efforts, to write down the unwritten habits in this booklet.

We do not seek to preserve our culture—we seek to improve it. Every 24/7-er helps to shape our culture. Together we create a work environment that we love and in which we all can thrive. So without due – read on and experience what 24/7 is all about.

**T**rust may be the most important thing to earn in life, and one of the most fascinating to give. Trust gives self-esteem and dignity, establishes true relations, lets people live and work together more meaningfully.

At 24/7Communication we help organizations to earn trust, so they successfully engage with the

audiences who matter to them, and to whom they matter. We help to create an advancing environment in which our clients can thrive and change the world for better.

To help us to achieve this, we have grown a **unique company culture**. It may not come as a surprise that Trust plays an important role in what we stand for and how we

work together.

In that culture, You take a central place. Persons like you are making this company thrive. Together with you and all 24/7-ers we steadily move forward, growing our clients, ourselves and 24/7Communication, **to be the best communication firm to work with, and to work in.**

Thank you for being with us!

**Agata Zeman**  
Managing Director

**Dirk Aarts**  
CEO & Founding Partner

# What you will find in this #247WAY booklet?

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# What we stand for 01

**E** Every doctor and sports-women can tell you that a strong core is the basis for a healthy body. For a company this is exactly so. Whatever the terms

used, it all comes down to having the essences clear: Core questions as Why we do what we do? What do we stand for? What is our long-term goal?

Having alignment on these, gives a common mindset and having us walking in the same direction. Quite helpful when working together as a team.



Purpose + BHAG + Values =

# Vision

Important part of our Core is our Vision, which consists of 3 parts: **Our Purpose, our BHAG** and **our Values**. Let's have a look how that works for us.



# Purpose

**W** Why we do what we do? What is our reason to exist? What are we passionate about? Since the start of 24/7PR agency in 2001, our purpose has not essentially changed. The wording may have shifted somewhat, but we always have been passionate putting ‘trust’ at the very center of what we do.

In 24/7, we help leading organizations to earn trust, so they

successfully engage with audiences to drive enduring change.

Trust is the single most important asset for a company. It drives reputation, credibility and engagement. It makes business processes smoother, change-projects more successful, and limits damage in difficult times. Trust drives positive change. Brands, companies and institutions can earn it when acting in the right

way, communicating well and building mutual beneficial relations with those who matter to them, and to whom they matter. **No wonder that we are so passionate about trust. And you are part of our trust-building team!**



# BHAG

**B** B-what?? As the far majority of people, high chance you’re not familiar with the term. It stands for Big Hairy Audacious Goal. Some people call it ‘Mission’, which then leads again to confusion with other corporate terms... Anyway, a BHAG describes the long term goal of a company – faaar away in the future.

**In 2035 we will have impact on corporate, institutional and societal trust through a team of 247 trust experts.**

You may think that there is a reasonable chance that you are no longer an active 24/7-er by 2035, so why would this matter to you. It does! As this far away goal

defines what we do and what we decide upon today. **So if you come across some seemingly strange moves by the leadership, think about the B-thing.**



# Values

**O** OMG... Values! They're written on walls and on coffee cups. But what can you actually do with them?

Values are nothing else then an effort to capture an abstract,

invisible thing as 'intrinsic behavior' into words. Values guide us when making difficult decisions. They define who we hire, reward or let go. They set the tone of how we work together. Asking ourselves the question

**"is this in line with our values?"** helps to do the right thing.

**If our values describe you and the people you want to work with, you are likely to thrive at 24/7.**



## always Progress



**W** We are driven by progress. No matter how much we pride our client and other achievements, we're always on the look for possibilities to improve what can be improved. We want to grow ourselves and

others. To be better professionals, better persons, more satisfied, nicer and more successful in who we are and what we do.

possibilities we have. Progress is not always easy and we know it requires moving out of our comfort zone for a while.

To achieve progress means we think big and act bold within the

## always Reliable



**W** We can be always relied on. We are transparent and honest in what we can commit to. And if we commit, we can be counted on to deliver. We act with ownership and

responsibility. That means we own our successes and our failures.

for best possible quality. To do so, we have a habit to think and act proactively; yes... we think 2 steps ahead.

We do not accept from ourself and our teams to deliver mediocre work. That means we always strive

## always Care



**W** We take people 'as they are'. We treat others with inclusiveness and respect, giving the comfort they can be authentically themselves.

look after your colleagues. We help and support eachother when needed. In good time and in tough times.

mutual benefit beyond short-term gains. That also reflects on how we deal with our planet and society: our decisions and actions are taken with a sustainable mindset.

In 24/7 we care for eachother. Your colleagues look after you, and you

We stand for long term relationships with our employees, clients and others, aiming for enduring

**TO HELP YOU TO LIVE, OWN AND  
BREATHE OUR VALUES WE HAVE CREATED  
FOLLOWING SYMBOLS.**

**ADOPT THEM – USE THEM –  
REPLICATE THEM. THIS IS US.**



**Building blocks** = Next level  
Going higher and further.  
Building upon previous  
fundament.



**Check sign** = In control.  
All OK. Delivered. Well done.  
Great work. Quality. Check!



**Heart** = Things that really  
matter. Things we care  
about. People. Enduring  
strong bond. Connection.  
Respect.



# A manifesto

**Y**ou may have guessed it by now... we embrace an open, modern and forward thinking company. A company based on growth, stability and care. To help you a bit further on the way in understanding what we are here for and what is our ambition, we have our '24/7 Manifesto', stating what kind of company we aim to be.

## To wrap up, 24/7Communication wants

- to be the place where people find stability to thrive professionally and personally
- to grow to a scale that allows impact and prosperity.
- to have our accomplishments enduring.
- to be the superior communications firm. Outperforming all others.
- to have a positive and sustainable impact on the society we are part of.

**L**ife can be overwhelming. We shall let the challenges and opportunities sink in and take it one at the time. Your work is your passion. You yourself, your family and your friends are your life. People can only thrive at work if they feel good and in balance with themselves. Personal stability, safety and happiness are key to professional success. We aim to facilitate that by being the best agency to work for.

Professional and personal stability, opens the way for excellence in what we are passionate about. We are passionate about helping leading organizations to earn trust. Trust as an essential factor to drive societal progress. Being passionate about what we do, we aim to be the best at what we do. Remaining true to ourselves we will be the superior communications firm on the Polish market.

Being the best and most reputable agency on the market will help us to achieve our goal: to be a team of 247 trust builders in 2035. A strong and sizable team having real impact on corporate, institutional and societal trust. Within the possibilities that we have, we aim to share our success with those who thrive the company, so we all benefit from prosperity.

A stable team, satisfied clients and a successful business, leads to the question: what's more?

In challenging times, the world needs people and companies who stand up and take responsibility. Within our sphere of influence, we want to have a distinctive and measurable impact on a better and more fair world. Purpose strategically embedded in our everyday work.

Finally, with all above greatness that we achieve as a team, we'd like this to be enduring. We'd like our efforts to be sustainable and remain on the market to continue to do what we are great at.

# Code of ethics

In 24/7Communication we hold ourselves **accountable to strong ethics**. We want to set an example on 'moral and ethical correct

corporate citizenship'. Towards employees, clients, business relations, the PR industry and institutions. This relates both to PR-professional matters and

general business issues. **Obviously we act within all regulations and apply the ethic codes of industry organizations.**

## On top we have our own ethical compass:

- 24/7Communication applies the highest norms to be a clean and correct company. Illegal and legally doubtful matters and projects automatically lead to a 'no-go'.
- We don't service or support businesses, products, ideas and companies commonly, or by a majority of 24/7 team, judged as immoral, bad or unwanted. Moral and ethical issues can be raised safely, and are dissolved through open conversation and discussion. No person shall work on a project s/he has moral issues with.
- We have a zero-tolerance on personal misconduct such as fraud, stealing, harassment, sabotage, mobbing, cheating and bullying.
- We work in a respectful and inclusive manner with employees, clients, business suppliers, relations and contacts. Unwanted misbehaviors such as dishonesty, manipulation, insubordination, chronic tardiness or absences, inappropriateness, rudeness and bad behavior are seriously addressed.

## WE ARE PRINCIPLE AND CONSEQUENTIAL: BUSINESS ETHICS AND MORAL NORMS PREVAIL OVER BUSINESS GAINS.

We have an open, transparent and respectful workplace in which every employee shall feel comfortable and safe to raise or express ethical issues.

# What we do

# 02



**2** 24/7Communication is one of leading PR firms on the Polish market. Over two decades our teams have supported Poland's biggest firms to be trusted by their audiences.

Established initially as 24/7PR, we changed our name to '24/7Communication' in 2012. A

change driven the confusion about what PR actually stands for. And still today there is no clear-cut consensus about this. There are almost as many definitions of PR as there are practitioners.

We think that at least inside our company we should agree on a common view on what

24/7Communication is about. In this part of the #247WAY book we will guide you through what we provide to our clients with and how we want to be perceived.

## Actually what is PR?

According to a few leading branch organizations, Public Relations is

*a strategic communication process that builds mutually beneficial relationships between organizations and their publics*

PRSA – the United States PR association

*the way organizations communicate with the public, promote themselves, and build a positive reputation and public image*

PRCA – the UK PR association

*the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behavior*

CIPR – Chartered Institute of Public Relations

# Trust builders. Change drivers.

In 24/7Communication  
we define Public Relations as

**STRATEGIC EFFORTS TO BUILD AND  
PROTECT TRUST AT SCALE, TO CREATE  
BUSINESS ADVANTAGE.**

That is obviously much more than media relations, events and CSR. We provide strategies, planning and implementation of wide range of business interactions between our clients and their employees, customers, the public, interest groups, policy makers and other stakeholders.

In 24/7Communication we believe  
**Trust** is the single most important  
asset for a company.

**O** The world today is complex. New trends emerge. Past greatness is no guarantee for future success. New companies come in and shake up entire industries. Customers expect more from the brands they love. In this climate of change, many companies and brands need to pull out all the stops to stay relevant to each of their audiences.

Now, more than ever, communication has a strategic role to play in

building trust with stakeholders, needed to drive change. At 24/7Communication we design and deliver strategic communication for companies who want to stay on the same wavelength as their employees, customers, business partners, authorities and interest groups.

We are Trust advocates. Trust drives reputation, credibility and engagement. It makes business processes smoother,

change-projects more successful, and limits damage in difficult times. It drives positive change.

Brands, companies and institutions earn trust when acting in the right way, communicating well and building mutual beneficial relations with those who matter to them, and to whom they matter.

# How we support our clients?

**In 24/7 Communication, we never had a client briefing us 'Hey, I need more trust. Please support me'.**

**So, why clients call us in, and what do they need from us?**

## Reliable work

Clients mostly call us in for a specific project or continues support to communicate their narrative to journalists, employees or customers. To create messages and have them well distributed through statements, events, media partnerships, video or other channels. They want a PR firm who supports them that all will be communicated effective, efficient and smooth.

### In practice that means:

- We are transparent and straightforward in setting a project. What is possible, and what not.
- We plan well and ensure we think of the possible hiccups in advance, so we can avoid them.
- We discuss and agree with a client what we can commit too... but if we commit, we deliver.
- We take the effort to double check our work, to ensure it's of the very best quality possible.

## Strategic progress

Once we work with a client for longer time, our relation grows beyond reliable delivery. Our clients want a growth partner, who supports in strategic progress. We guide the client on the journey to strengthen corporate reputation over a longer period of time. We advise and bring new ideas and directions to enhance trust.

### In practice that means:

- We are well informed about the client and their playing field, so we can truly advise
- We advise the client on what is best for them – not on what they want to hear.
- We bring solutions to the client based on what they need, beyond what they asked for.
- We bring to the client the perspectives and ideas they didn't think of themselves

## Care and partnership

In our work we don't cooperate with companies, we cooperate with people. With human beings who care about how we work together. Our clients are seeking a great chemistry between people on client and agency side; based on trust, respect, understanding. They are seeking a synergy in which the sum of the cooperation is higher than the quality of the individuals.

### In practice that means:

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- We advise the client on what is best for them – not on what they want to hear.
- We bring solutions to the client based on what they need, beyond what they asked for.
- We bring to the client the perspectives and ideas they didn't think of themselves

To wrap up, our clients expect from us reliability to **do the job**, strategic guidance to **make progress** and a **caring** cooperation. Hey, .. haven't we seen that before?

To ensure a consistent and best-in-class service to our clients – we have developed our own Account Management Standards (AMS). The AMS elaborates on the client journey and the quality standards.

You will be onboarded in detail.

# Services

All good – but what we do concretely to earn and protect trust for our clients:



## Corporate strategies

C-suite strategies build to earn trust and reputation from those who matter most to your business

- Reputation strategies
- Messaging framework
- Insight an analytics
- Communication strategy
- Strategy workshop
- Stakeholder napping
- Thought leadership

## Communication implementation

Implementation of communication projects to employees, customers, the public and other stakeholders

- Media relations & press office
- PR campaign planning & execution
- Collaboration with partners
- Executive positioning
- Influencer cooperation
- Internal and external events
- Investor relations

## Corporate content

Corporate messaging made attractive; strategies, creation, production and distribution of your story.

- Concept strategy and development
- Video, photo, podcasts
- Live streaming and broadcasts
- Graphic & motion design
- Creative storytelling
- Ingographics & print
- Custom Publishing TV

## ESG & Purpose

No longer a ‘nice to have’, but critical for any organization. A social license to operate. We advise and implement

- ESG strategies
- ESG / CSR workshop
- ESG activation planning
- ESG reporting
- Corporate Social Responsibility
- CSR Platform Development
- DEI strategies and planning

## Internal comms & EB

Bringing credible and engaging corporate messaging to (future) employees - making you a trusted employer.

- Employee engagement and EB strategies
- Recruitment campaigns
- Internal reputation strategies
- HR project implementation
- Opinion surveys and research
- Internacl communication activation
- Employee content

## Change & transformation

Change communication that resonate with stakeholders and create a fundament for future growth.

- Change communication strategies
- Internal audits
- Timeline & planning
- Messaging creation
- Materials production
- Pulse monitoring

## Issue & Crisis Management

Helping to be prepared for, and when needed, to manage reputational crisis.

- Issue handling strategies
- Issues & risk assessments
- Crisis simulation
- Crisis preparedness planning
- 24/7 crisis management
- C-level crisis handling
- Crisis PR and communication

## Public Affairs

Framing your conversations with decision-makers and those who influence them.

- Stakeholder & political analyses
- Public Affairs strategy
- Tactical planning and implementation
- Creating opportunities
- Message development and training
- Monitoring & reporting
- Building alliances

## Digital & Social Media

Corporate messaging brought to all stakeholders through digital communication that can be trusted.

- Corporate social media messaging
- Social listening & reporting
- SEO optimization
- Organic and paid campaigns
- Digital competition benchmarking
- Websites and landing pages
- Corporate and Executive LinkedIn management

## Media Relations

We find the right stories and tell them in the right way through the right channels to the right audiences.

- Media relations
- Press office handling
- Media training
- Press conferences and events
- Product releases
- Story pitching
- Media monitoring and analysis
- PR strategies & consulting

## Marketing PR

Beyond advertising - brands need credibility and authenticity. We startegize, create and implement.

- Brand purpose
- Product launching strategies
- Brand engagement
- Influencer marketing
- Brand journalism
- Demand generation
- Gifting & seeding
- Events & experiences



# Sectors

In 24/7 we are focused to support leading firms. Companies top-5 in their sector, and/or companies who set the tone and pace in their industry.



## Retail & E-commerce

Gaining trust in the transforming retail environment, to drive the change that customers and partners buy into.

## Industrial

Globalization and compliance have increased the public's need for transparency and trust on products origins.

## Healthcare & Pharmaceuticals

Health is our most valuable personal 'asset'. It requires highest level of trust to allow externals into our health & wellbeing.

## Tech, Telcom & Entertainment

For tech related firms to drive change, trust from the public is inevitable. Reputation, crisis preparedness and purpose.

## Food & Agriculture

We eat what we trust. We eat from whom we trust it. Like no other consumer goods, food is based on trust.

## Energy transition

One of the biggest transitions of our times requires trust from the public that the next generations will live in cleaner world.

## Consumer Goods

Consumers now are looking beyond price-quality offering to the societal profile of the producer. They want to buy good.

## HoReCa

The market for of OOH consumption and home delivered meals is booming. Companies build trust, convenience and excitement.

# Good at what we do

In all humbleness we dare to say that over the last 20 years

## WE HAVE BECOME QUITE GOOD AT WHAT WE DO.

We have been several times awarded 'Best PR agency', we have won dozens of EFFIE's, Złote Spinacze, Impactor and other awards. We've received honorary accolades and recommendations from our clients.

Our most valuable indication that we do a good job though, is the long time clients stay with us. 5, 8 or 10 years are no exception.

# How we **03** work together

Time to have a look how we  
work together to be **the best**  
**agency** to work

**with**  
and to work **in.** ‹

In this part of #247WAY, we describe how we manage and how we collaborate. How we get the best out of ourselves to achieve greatness.

To start with, we share behaviors that are embedded strongly in our DNA.

# 15 behaviors that will never fail you in 24/7 Communication



01

## Be 100% honest

As the quote goes 'you can hurt me with the truth, but never comfort me with a lie'. Small practical untruths, can come in easy at times, but they undoubtedly lead to discomfort on the longer run. So we refrain from it – and instead give you the comfort and safety to be 100% honest.

02

## Be open and transparent

In our office all doors are made of see-through glass. It symbolizes the transparency in our company. Although many of us have some personal secrets, we stand for full openness on work related matters.

03

## Be yourself

We're grateful to all of you for being who you are. One thing we have an aversion to, is 'pretending'. There is no need to 'wear a mask' and act different than who you really are. That gives you the comfort to be 100% yourself. It gives others the comfort they know the real you.

04

## Have hunger for learning

We believe people shall never stop learning. Acquiring new skills or knowledge keeps life interesting. Even if you are not aiming for a steep career, you want to grow as a person and become a better version of yourself.

05

## Stay humble

We are self-confident and successful. As we grow we even will be more successful and become more self-confident. Staying humble is a characteristic that will never fail you in life. And definitely not in 24/7. We pride our work, but we keep both feet on the ground.

06

## Communicate

We are a communication agency, yet sometimes we forget to communicate with each other. While that makes life and work much more interesting. So, share, inform, chitchat, video-call, explain, discuss, be open, ... Get the best out of each other through communication.

07

## Be a self-starter

In this book we help you on the way what it means to be a 24/7-er. Once you are familiar with that, we'd love you to pick up things. To be bold and take initiative in any work-related topic. It let you and the agency grow faster.

08

## Be disciplined

This sounds like a military drill. In our company it's not. Think of discipline, as developed routines. Habits and small commitments that make work easier, faster, better – saving time for more interesting things.

09

## Always be kind

In a world where people are increasing uninterested and combative, being just nice and friendly to colleagues and clients can never hurt. The cleaning staff, Uber delivery guy and repairman like your friendly word too.

10

## Fine humor

Business and humor is a sensitive combination. And indeed don't start telling inappropriate jokes during a meeting. But a bit of light tone and humor where possible, makes work much more relaxed.

11

## Face the brutal facts

In 24/7 we face the harsh reality. We don't look away or think it will solve itself. It won't. Facing the truth is difficult, but undoubtedly helps us to work together to fix what needs to be fixed.

12

## Challenge the boss

The best solutions win. And that not necessarily is the solution of the manager. If you have a better one than anyone else... challenge it!.

13

## Be autonomous

People closest to the action are taking the best decisions. Better than anyone else, you know what is needed at which moment to have achieve your goals. So, assuming you think before you do, take action! No need to triple check.

14

## Challenge status quo

if there is one thing we are allergic for, then it is status quo 'because it was always done that way'. Why accept things to be as they are, if you can make it better. Go for it!

15

## << ..... >>

In line with 14, add the 15th behavior yourself. Our culture is a living organism. Add to it what you think it missing. As a company we'd love to learn from you.

# Framework = Freedom with borders

Imagine a painting in the museum. The frame of the painting marks the borders of the artistic work. Inside the frame the artist had its freedom. This is how we like to work in 24/7Communication. On all levels.

## The framework we set includes

- ▶ the expected outcomes a what, when and quality of what has to be achieved.
- ▶ the business-safety borders a budget, procedures and compliance standards.

▶ Our culture as written down in #247WAY

Inside the frame, **You define how you'd like the work to be done.**

The framework varies per position, per department and one's experience. But all 'framework briefings' shall be kept to its essentials. We like to limit the rules to a minimum, to give you a maximum of freedom.

In other words, we don't take you by the hand and tell you every step of the process or give

you loads of procedures. But the procedures and rules that we give are non-negotiable to be applied.

Within that Framework you find out what is needed, you make the choices and you overcome the challenges. This doesn't mean you are on your own!! At any time your manager or colleagues are there to support you if you get stuck. Make use of it!

# It's outcome that matter most

The 'framework principle' means also that we are outcome-driven more than process-driven. What that means? **We follow processes and procedures as agreed. Yet the outcome is what counts most.** Assuming that we work according all compliance standards, it matters more what you deliver, then how you go there. For example, in case of media relations: No matter how many journalists you contacted, if the outcome is below expectation we didn't perform. On the contra, you may achieve great results with minimum efforts.

It's less important what you *do*, it's important what you *achieve*.

As a result we keep 'management' instructions and decisions to a minimum (the framework) and give you the freedom to decide what is needed to achieve the desired outcomes.

We want to pride ourselves on how few, not how many, decisions managers make. That said, we don't believe in hands-off management. Each leader's role is to coach, set context, give suggestions and feedback, and be highly informed about their

team's work. Rather than micro-managing small decisions, leaders can explore the details of different projects. This information can then be used to set better context for their teams, so more decisions are made well. We believe 24/7Communication is most effective and innovative when employees across the company make and own their decisions.

# Ambition must come with **comfort**

**Y**ou may think that ‘ambition’ and ‘comfort’ do not go together well.

Ambition is thought of as leading to performance-tension and goal stress. Comfort connotes to being chill, relaxed and easy going.

In 24/7 we like both ambition and comfort. We continue seek a healthy balance between the two.

We like the ambition to be the best in what we do. To win a big

pitch. To have a super-satisfied client. To outclass the competition. To be the best experts in our field. We like persons with growth ambitions. We encourage each other to achieve progress and excellence.

The backside of the medal is that being too much focused on performance, may lead to restlessness and anxiety. In bad cases, being too ambitious can lead to stress or even burnouts. Obviously you and we don’t think that is healthy and that ambition shouldn’t look like that.

**Progress and Care shall always come in package.** We demand from each other to be the best at what we do. But also we care for each other to allow space and time, to ‘de-ambitionize’ (that word is an own invention) from time to time. We are ambitious when we feel we can handle, but don’t hesitate to slow down when needed. And that is fully accepted and OK. Above all – we shall talk openly and transparently, so we can find the sweet balance between Ambition vs Comfort.

# One team – one responsibility

Progress is one of our three values. In 24/7Communication we know we can always improve. There is always progress possible.

## WE’D LOVE EVERYONE TO CONTRIBUTE TO OUR AGENCY PROGRESS.

**W**e’d love to hear from you what works well, and what can be improved. We encourage you to share your thoughts, in meetings, in online polls or at the coffee machine. Together we constant develop 24/7Communication to be

better. And better. And better.  
**This is team work!**

That means also that we take ownership and responsibility. At some companies, people ignore trash on the floor, leaving it for someone else to pick up. At other companies, people lean

down to pick it up, just like they would at home. Picking up the trash is a metaphor for taking care of problems, small and large, and never thinking “that’s someone else’s job”. We try hard to be a company where everyone feels a sense of responsibility to make us better.



# Honest, productive feedback.

**Y** At 24/7Communication, we'd like positive and constructive feedback to be part of everyday life—not only during an annual appraisal talk. 'Meaningful feedback' can be hard to give or accept. It takes courage and vulnerability to ask someone what you can do

better. It takes courage skills to give a colleague 'constructive criticism'.

Radical candor = honest feedback. Honest feedback is an expression of caring about each other. Giving and accepting honest feedback, is essential in

growing ourselves and become better at what we do.

We know this level of candor can be especially challenging. Direct feedback is not common and natural for everyone, especially if there is a power imbalance.

**BUT CANDID FEEDBACK MAKES YOU, YOUR COLLEAGUES AND THE COMPANY STRONGER AND BETTER.**

Honest feedback is a cornerstone of our success.





# How we 04 organize it

**NOTE:** You will NOT find all the answers. First of all as we do not give an answer for everything. Remember the 'framework', which leaves much room for how you want to fill it in. Secondly, during onboarding and when part of the team, more details and practicalities are shared.



It talks about  
worktimes,  
agency happenings,  
office careers  
and more. About how we are  
organized.

# Your own work rhythm

**I**n 24/7Communication we think that a modern, flexible, open and progressive work environment gets the best out of everyone. A work environment that generates great sense of well-being. That is driven by a team spirit, but allows much

space for individual choices and needs. Our work organization reflects just that. We take people's personal life as starting point – and embed work into our private lives, not build a life around the work.

Within the wide borders of what is possible, and within a setting of rules and team needs, we want everyone to earn the trust to have freedom of work organization, workplace and work time.

## THAT LET'S EVERY PERSON DEFINE AN OWN WORK-LIFE RHYTHM.

This is possible thanks to a solid cooperation and relation between 'employee' and 'employer'. A relation based on

mutual trust and respect. Based on mutual giving and taking. Based on reasonability and communication. Based on

accountability and responsibility. Based on **common sense.**

**How do we do that? Read on!**

### Place of work

Since the 2020 pandemic the way we work has been drastically changed. Our 'office' is in the cloud, and the traditional office has become a hub. That gives us the freedom to **work when we want, where we want and how we want.**

In the office we meet with the team for co-work, with clients or suppliers and we connect and socialize. You may work from the office whenever you like – and you may choose to work from home or different locations.

### But freedom comes with rules

- You are free to choose where you work as long as you are able to fulfil your responsibilities. Coordination with clients and team is expected.
- Per default you shall be present in the office 1-2 days per week. Each team has agreed on 1 fixed day they meet and co-work together in the office.
- It's possible to work remotely / abroad for longer period. In that case an employee needs to have that planned and agreed with team, client and HR manager upfront.

The office is a hub, set up as a co-work space with flex desks and meeting spaces. The Office Manager runs this place and is responsible for organization and maintenance. All persons using the office are expected to do so in a way that it is kept lean and clean. The office is open daily from 9am-5pm, but accessible 24/7 for everyone.

### Work times

In 24/7Communication you are hired for a specific number of hours, mostly for 8 hours per day, 5 days a week, makes a 40 hours workweek. Our default agency workhours are 9am-5pm which is the common time for meetings, calls, etc. You are free to work on different times than the default hours, as long as it doesn't negatively impact the work with clients and colleagues.

That means it's totally OK to start work at 11am, to go the gym at 3pm or to visit your mom during the day. As long as you communicate well and have no conflicting situations with team and client, **the time is yours.**

## Overtime

**Within PR environment workload is not always equally spread.** There are busy weeks and less busy weeks. Inherent to working in Public Relations, there may be events during weekend and crises after work-hours. This is both the excitement and ‘a burden’ of working in PR. The 40 hour workweek shall be interpreted as ‘average’. If you happen to work more hours during a busy week, you compensate it in the week after. After a heavy workload project, you take some time off. Organize it together with client, manager and team, so you ensure a real relaxed time

## Your own work ethic as guidance

# WE ACT HONORABLY AND CORRECTLY, EVEN WHEN NO ONE IS LOOKING.

One test that you use is to ask yourself whether you would be ashamed if our workstyle or work hours were made public—and avoid doing anything where the answer would be yes.

So, there is no need to camouflage your absence as from 3pm. Or to hide your dog-walk during default work hours. Or to feel guilty to scroll your social timeline... It’s all OK – as long as you honestly feel it’s OK. You yourself are responsible for your performance and for respecting the average 40 hour workweek.

# Work-life fit

**T**he post-pandemic change of work modes did obviously not only apply to 24/7. Practically the whole world including our clients, have adopted their work rhythms. This leads to a new normal, that the business environment still needs to figure out.

Thanks to the technology we now fluently do our work at moments that suit us. After all

we always have our laptop at hand, mobile in the pocket and colleagues and clients a click away. It’s normal nowadays to have a business call done from home or on the go. A great progress of how work can be organized, shifting the priorities in life.

The backside of this though, is that workhours are less clear than they were. If the work freedom is not well managed the

‘always-on’ environment can be a real backlash, causing work related stress. We are aware of the dynamics that come with working in a PR firm like 24/7. If not well taken care of, work-life balance easily gets out of balance, causing stress discomfort or even burnouts.

To avoid getting out of balance we think a good cooperation between Employer, Employee and, where relevant, the Client.

## How we together keep the work-life balance healthy?

### WAW-chats

Every 8 weeks we have scheduled an individual Work And Work-happiness chat. With the team leader you talk about workload, progress, growth, wellbeing, team issues, and other work-life happiness matters. The WAW chats help to have periodically care for the work-life wellbeing, and identify opportunities and issues in an early stage. And as well to enhance on your individual growth plan.

### Switch off

It takes habits and skills to physically, technically and mentally switch off from work. To start with, we strongly recommend to disconnect work devices outside working time. If your colleague or boss decides to sent you a message at 9pm, that’s his/her choice of worktime. Assuming you’re not engaged in a high alert crisis, it is your responsibility to disconnect from work on your non-working hours, so your private time (and mind) is not interrupted with the ping’s and beeps from work.

### Be assertive

when discussing projects and work planning with your team and client, be assertive on what you can commit to and cannot commit to, within the normal working hours. There will be crises and big projects with hard deadlines that cause tension in your planning. That’s part of PR. Outside that, in regular work planning, feel encouraged to be realistic, and above all, assertive in accepting expectations

### Clear priorities

As a company we are clear about the priorities. Managers are expected to have work-life wellbeing a priority above short term business gains.

### Talk!

Work stress is not something to be ashamed of or something to hide. To find solutions and improvements we need to be in conversation. With you, the team/leader, HR and if needed the client. When you feel symptoms of structural stress... Talk! We ensure a safe and trusted environment, where you can raise stress concerns in private. We have a long term mindset, and are here to find solutions.

### Take holiday

It's never good moment to take a holiday or a day off... so don't wait till that perfect moment. Take holidays despite the fact that it seems impossible. There is more in life than work. Just make sure you plan it well and communicate with team and client. And don't forget to switch off your devices while on holiday.



# Employee journey

**S** Sure you have heard about customer journey. We applied it in our company to ensure our clients gets the very best experience, from

first contact till our ways separate. Identical to that, we aim to have the very best employee experience in our sector. We want you to get the very best

out of your time in 24/7Communication. Hence we have our 24/7 Employee Journey.



### The start of the journey

From the first contact we have, we take care for potential 24/7-ers. We give a complete and honest picture about working in our firm, so decisions whether to join or not are carefully taken. In hiring, the professional skills are as important as the cultural fit.

Once you start at 24/7Communication, we have an extensive onboarding program, which takes as long as 3 months. Apart from the obvious trainings and onboarding sessions, we'd like to get to know your real ambitions and needs for the time we spend together. It will form the base for your personalized path.

### The journey

Every career in 24/7Communication is different. It depends on the start position, your hunger for growth, the opportunities and your performance. What all career have in common though, is a personalized path.

We listen to your needs and view on your career, taking your expectation on development as starting point. Together with you we establish and follow up on your development. Together we identify what is important for you, and how we can achieve that.

In the time at 24/7Communication, we ensure access to trainings, learning platforms and other means for professional and self-development.

### The end of the journey

One day #247WAY becomes #247AWAY. For every employee there will be an end to the time spend in 24/7Communication, whether this is a career move or a retirement. Separation is part of life. And it shall be a beautiful part of life. We have spend great time together. You have grown and learned a lot in your time at 24/7. Now you continue to apply that somewhere else, to make that organization better, and develop yourself further.

We hope to stay in contact after you become an ex-24/7er. We love to hear from you how you are doing. Through our alumni initiative, we celebrate the time we had with you and all amazing persons that that we have worked with in 24/7Communication.

# Personal growth

**G** Growth is a cornerstone of our company. It drives satisfaction, wellbeing,

and progress – for you and for the company. We'd like every 24/7-er to grow, to become a

better version of themselves. Note that growth and career are two separate things.

**WE ALL WANT TO GROW.  
NOT EVERYONE WANTS TO MAKE  
A CAREER.**

## Career

Many people starting a job, want to grow their careers. Many... because not everyone is trying to climb the positions-ladder. If you are one of them, that is very OK. If you find happiness and balance within work-life on the position that you have, you are at the right place at 24/7. Enjoy it.

If you want to climb the career ladder, 24/7Communication also can facilitate that. In the direction, at the speed, and at the scale that you have in mind. Careers do not happen because a person wants it, it happens because a person does it. What that specifically means, our HR team gladly talks through with you. By being open and explicit on your plans and expectations, we together aim to fulfill your career-growth. Together with you and your team leader, HR prepares an individual career plan that include goals and concrete steps. That may be an 'Expert path' or a 'Managerial path'.

## Growth

Regardless if you aim for a career or not, **we all shall aim for growth.** Growth makes you a better version of yourself. Better at your profession. Better as a family member. Better in efficiency. Growth stimulates dignity, self-esteem and fulfillment. It leads to greater work-life satisfaction and makes you a happier person.

We trust you will find in 24/7Communication a place to grow yourself. To take inspirations, culture, and mindset that helps you to develop yourself as a person.

## Individual goals

Career and growth require careful planning and conscious taken steps. Therefore every person in 24/7Communication has individual growth goals. They are well taken care of and evaluated periodically.

## Feedback

Getting and giving feedback to eachother, is essential for a smooth cooperation and for personal growth.

Giving positive feedback is awesome and celebrative. Who doesn't like to get compliments. Hearing from a colleague that something was well done, was appreciated or was an awesome meeting.

Getting 'criticism' or 'corrective' feedback is often not so warmly welcomed. Everyone, yes everyone, finds it difficult to receive, and difficult to give critic feedback on someone's performance, while we know the intentions and hard work that lies underneath. That's normal.. but a pity, as these are the growth moments that a cooperation can improve, a person will not make that mistake again, etc.

We learn more from criticism feedback, then from compliments. So be open, embrace that feedback, incorporate it in your work and get a better professional.

'Constructive criticism' is great, as long as it is given well: Always on the topic, never on the person. Always on a quiet well thought moment not in the heat of the action. Always respectful and constructive, not derogating.

If we are open for 'constructive criticism', you, your team, the agency and the client grow.



## Learning opportunities

In 24/7 you come across many learning opportunities that you can benefit from. The 'Excellence Yourself' platform offers training and development possibilities. Internal and external, in group and individual. The Excellence Yourself mindset means that the company facilitates your development – while you invest in your learning through your commitment, your curiosity and by bringing what you learned into practice.

The biggest learning opportunities may be not in courses or training formats. These are projects and initiatives that bring out of your comfort zone. Projects and initiatives for clients or for the agency. Feel encouraged to be bold. Learn new skills though being part of new projects. Have specific ideas about your individual learning path... raise it!

## Salary and raises

You spend a significant amount of your time at work and you want to be fairly paid for that. We couldn't agree more. Therefore we have developed a clear and transparent remuneration system in 24/7Communication. How it works?

As we have many different job-roles and functions in the company we have grouped them into 'function groups'. Each group has a salary bandwidth, with minimum and maximum salaries, which form the basis for your salary discussions. Based on experience, performance, culture fit and other elements, the exact salary is defined by HR manager and Team leader.

The talks about salaries shall be straightforward. The overall aim is to have a salary that feels fair for you and for the company. Possible raises are discussed during an individual, annual review meeting that you have with your Team leader. In case of a promotion your salary will surely increase. If there is no promotion, salary increase is less likely, and needs to be based on specific reasoning.

We constant benchmark salaries with the market. And although for sure you will stumble upon exceptions, in general our salaries are well above average, reflecting the reputation of the agency.

## Keep the fire burning

Being comfortable for too long, leads at certain moment to a clash. From time to time, everyone gets caught by the feeling to be 'in need for something new'. In 24/7Communication we acknowledge that such feeling is normal.

To bring the professional or personal freshness to your life, you may look around for opportunities on the market. You may also talk to ... 24/7Communication! In our care and long-term mindset we are eager to search for a mutual development that keeps your fire burning in 24/7. Together we can explore opportunities, new developments, learning paths and job variation.





# Be part of the vibe

A great workplace is driven by great persons. In 24/7 we are fortunate to have a plenty of great persons. Even though we operate in the hybrid work setting,

## WE TOGETHER CREATE A VIBRANT AND INSPIRING WORKPLACE

To feel work-life comfort and to get most out of being part of the 24/7 team, we encourage to engage in our agency life.

### Socialize in the agency

In-person encounters are still unbeatable. The office is a great place to meet and have informal chats with colleagues. To meet inspiring persons to exchange professional thinking, work-hacks, pasta recipes, parental tricks and travel tips. At the coffee machine. During lunch in the kitchen.

### Special occasions

Wigilia, our nameday (24 July) special-day celebrations, people/family milestone moments, ... If we have a chance to celebrate, we will not let the opportunity pass. We hope you join us.

### Monday morning team meeting

Admittedly it's a silly name, for a meeting that exists since 2008. Every Monday morning the whole company gathers online at 10:30 for a weekly 'catch-up', loaded with news, celebrations, cases, sharing and moretime (and mind) is not interrupted with the ping's and beeps from work.

### The agency channel

Tell your stories, successes, struggles and inspiration on Viva Engage, our internal 'facebook alike' social media channel. Comment, share, like and discuss. Engage in it!

### Agency LIVE

Once per quarter we all come together for a little company update and lot of fun. Agency LIVE varies in setup - but always is filled with people who are happy to see each other as part of a team.

# 'Administration matters'

**A**s a professional, you love to spend most of your time at work to do the things you're passionate about. For most of us these doesn't include arh@#! administration matters. But as you know, in business, administration matters!

Our Trifecta team therefore is passionate to keep administration issues as lean and user-friendly as possible. 'Trifecta' is the name we use for the non-billable, organizational side

of 24/7Communication. As the name suggests, it consists of three areas: Finance, HR and Organization and Compliance. Like our consultants and experts, the Trifecta team has set itself the goal to be 'Best-in-Class' in our industry.

That means the internal procedures and rules they set are as lean as possible.

Trifecta is managing the back-office systems, but is NOT there to do the admin job for you. So,


you make it your routine to comply with the Trifecta duties - such as time sheets, timely holiday planning, RODO compliance, legal and client procedures, projects closings etc.

**The team is supportive and happy to help you out in case you get stuck in administration matters. Together we keep the agency running.**



# #247WAY05

## in the words of your colleagues



Congrats. You already made it to here.  
Hope we have been able to share what  
working in 24/7 is about.

**It's** challenging.

**It's** rewarding.

**It's** inspiring.

**It's** vibrant.

Admittedly, we may be a little prejudiced in our opinion. How about giving the floor to our team – so you can hear true\* stories about what it takes to be a 24/7-er. Read what experienced 24/7ers have to say about working in 24/7Communication. A kind of unfiltered Glassdoor opinions inside the #247WAY book.

\* as you know by now we stand for trust, truth and transparency. So all opinions are unfiltered.

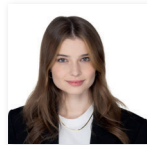
## My first impressions of 24/7Communication

### Marta



I really enjoyed the recruitment: very matter-of-fact and fast, without any unnecessary steps. Then came the most helpful onboarding, introducing you into the diverse matters step by step, rather than inviting to a few days long marathon and leaving you with an impression that all the information has blended together and become blurred. You are let into projects since the very beginning, which allows you to get to know the people and how the organisation works very quickly.

### Ola



24/7Communication was my first clash with the agency world and, at the same time, a place where I took my freshman steps in public relations. I started working here with a pursuit of new experience in mind. This has not changed ever since, for which the credit mainly goes to the people I have been working with – self-motivated to act and highly supportive. For nearly 18 months, I have had the opportunity to collaborate with customers representing a wide range of sectors, from logistics, energy, and European Commission projects, to real estate and nutrition. This has surely affected my impressions of the work at 24/7Communication. If I were to summarise them all in one sentence, it would be something like this: “The more challenges, the more reasons to integrate within a team and to develop your skills.”

### Natalia



Great people; diversified and interesting work.

### Arek



I am delighted with the open communication the Agency applies at every level. The openness, transparency, and regular meetings on a weekly basis, which help you understand what the Agency's other teams are currently dealing with – all of that has actually made me feel like a genuine part of 24/7 in its entirety. On top of that, the welcome package contained stroopwafels, which I did appreciate! And there's the most friendly atmosphere, which I came across in the very first hours of my work.

**GREAT PEOPLE;  
DIVERSIFIED  
AND INTERESTING  
WORK.**

### Natalia



24/7Communication is an inspiring space that fosters development and encourages you to tackle new challenges.

## How would you describe 24/7Communication in three words?

COOPERATION.  
PROFESSIONALISM.  
EXPERTISE.

Marta

WORKING YOUR ARSE OFF.  
SUPER-COOL PEOPLE.  
DIVERSE AND INTERESTING PROJECTS.

Paulina

OPENNESS.  
RESOURCEFULNESS.  
TRUST.

Arek

POSITIVE PEOPLE.  
PROFESSIONALISM.  
FLEXIBILITY AT WORK.

Agnieszka

AMBITION.  
ENTHUSIASM.  
PARTNERSHIP.

Ewa

ATMOSPHERE.  
VARIABILITY.  
UNIQUENESS.

Julia

PEOPLE.  
CREATIVITY.  
GROWTH.

Ola

INSPIRATION.  
PROFESSIONALISM.  
GROWTH.

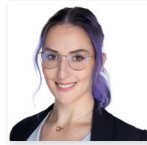
Ola

OPENNESS.  
PROFESSIONALISM.  
COMMITMENT.

Karolina

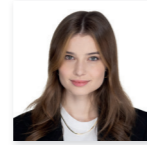
## What have you learnt while working at 24/7Communication and what will you apply in practice throughout the next stages of your growth?

### Karolina



24/7 is where I took my first steps in public relations and where I have learnt virtually everything. Making the most of the opportunity to work on different projects – spanning energy, automation, robotics, electromobility, or even healthcare – I was able to build experience in so many different fields. Working with diverse people on a daily basis, I've learnt to be open-minded and realised that it's always good to understand the other party.

### Ola



Above all, I've learnt to work in a team and to draw on the experience of the people I work with. I consider all the advice and feedback I receive as a knowledge base, because it allows me to grow as a PR specialist, both today and with the upcoming years in mind. Feedback is actually a notion that has accompanied me since my first day at 24/7Communication. I also admit that the Agency has developed my copywriting skills and abilities to build media relations, but above all, it has allowed me to find out what's behind the scenes of the various dimensions of communication.

### Zuza



Virtually everything. Before joining 24/7, I worked with some other agencies, but not until I got here did I realise that my previous experience wasn't worth a penny. This is where I have spread my wings, learnt what PR actually is, and found out what it is really like to work at a PR agency. I am confident to say that it was here that I really took my first steps in the industry, and that 24/7 has developed me as a PR professional. In the next stages of my professional growth, I will definitely use what have learnt about job prioritising (such a difficult word which I'm never absolutely sure how to spell ☹), working under the pressure of time, multitasking, and communicating with the customer.

### Natalia



Above all, I have learnt about many aspects of creative and production work, improved my organisation and coordination skills, and reassured myself that communication is by far the most important aspect of human relationships, at any level.

## THIS IS WHERE I HAVE SPREAD MY WINGS, LEARNT WHAT PR ACTUALLY IS

### Ania



Our work involves – among other aspects – continuous improvement of client service, which I believe to be most important. The synergy of the people on the team clearly shows how to serve our customers even better. We complement one another really nicely.

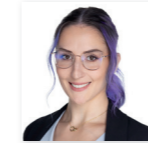
## What positive experiences/impressions would you take away from 24/7Communication?

### Marta



I would be most happy to take away all the people. The range of talents, experiences, and interests of those who work here is enormous. There is always a person who knows something about even the most unusual or abstract matter.

### Arek



Huge sense of trust from the supervisors and the employer. Never before did I come across something like this, and it motivates me a lot.

### Radek



Some time ago, only moments after I started working at 24/7Communication, Dirk called me. Having learnt from my experience at previous companies, I thought I had done something wrong. To my bewilderment, Dirk just told me: "Good job, Radek." That's what really made me think: gee, such a pat on the back is important for me as a member of 24/7Team, and gives me boost to continue doing my job.

### Zuza



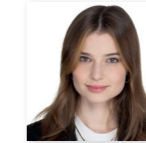
Surely the atmosphere we experience in the office, and the fact that everyone feels at ease. Even if you don't know someone or they are much older than you – the sense of being able to have a normal conversation with them, about both work-related topics and private life. No one looks down on you here; you never feel inferior in terms of age, lack of experience, or position. Another thing is that you can really count on the support and help of others, and not only from the team members, but from the entire Agency. It's enough to put something out in the open space, or send an e-mail to ALL, and there will always be someone to advise, help, and support you.

### Paulina



Great relationships with the management, fantastic memories of the people working here, more than a dozen awesome completed projects to boast about in your résumé, several industry awards, and employee-promoting attitude.

### Ola



Great kindness towards colleagues, openness to diverse points of view, memories of in-agency integration, satisfaction from successful collaboration with the media, and focus on continuous competence development.

### Magda



Definitely the equality among co-workers, regardless of the position and seniority. Here, everyone is equally important and listened to. It's really a rarity for employees to be able to communicate openly with company managers. Their openness, honesty, but also support are absolutely priceless. I believe that this also translates into how we treat other colleagues. For me personally, another positive aspect is also that grassroots initiatives are implemented with great commitment, and I'm obviously referring to the Noble Gift initiative. Living in this invariably busy and unpredictable world, where it's really easy to forget to stop for a moment and think about others, we actually do it. We offer our time and heart as a gift, despite the frenzy at work or in the private life, and COME TOGETHER to do something GOOD.

### Krzysztof



Trust, being the fundamental value we build together with our customers.



## What about working at 24/7Communication do you find challenging?

### Marta



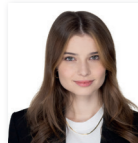
It's certainly the broad thematic range of the tasks we are assigned. We support customers from different industries, and so we have to keep our minds open to constantly learning new things and become specialists on matters of which no one would suspect us.

### Agnieszka



The ever changing matters to address and the sudden emergencies are all challenging to me, and yet I really enjoy this part of my job because it allows me to grow.

### Ola



The challenge is often the dynamically changing circumstances in which we are to perform our tasks according to the customers' expectations. In fact, the Agency's reality can be unpredictable at times, and the notion of a typical work day probably doesn't even exist in public relations. All it takes is one media release, a piece of news from the market, or an urgent e-mail from a customer to change our plans for the day and set new priorities. Nevertheless, I think every such challenge is an opportunity to improve your performance in the PR sector.

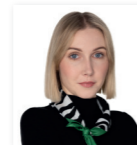
### Zuza



The challenge is certainly working under the pressure of time. There are a lot of tasks to tackle, a lot of projects underway at the same time, and sometimes it gets difficult to coordinate everything so that the work could be done well, at a really high quality level. Another thing is certainly the stress which represents a fair share of the job, since we tend to struggle with deadlines, coinciding problems, and ad-hoc jobs out of the blue that must be handled here and now.

## THE CHALLENGE IS OFTEN THE DYNAMICALLY CHANGING CIRCUMSTANCES IN WHICH WE ARE TO PERFORM OUR TASKS ACCORDING TO THE CUSTOMERS' EXPECTATIONS.

### Paulina



Working really fast, the sheer number of jobs handled simultaneously, the amount of stress and its impact on private life, the challenges and expectations set by customers or the Agency's management.

## What positive experiences/impressions would you take away from 24/7Communication?

### Ola

... że 24/7Communication tworzy środowisko pracy, które motywuje do działania. Moim zdaniem tworzymy zgrany Team, pełen energii, a wymiany uśmiechów na co dzień, czy to w biurze, czy na statusach, tego nie można nam odmówić.

### Magda

Czuję, że jestem w odpowiednim miejscu i wśród odpowiednich ludzi, dzięki czemu mogę się rozwijać zawodowo, mogę pogłębiać swoje zainteresowania związane z komunikacją i PR-em, ale przede wszystkim mogę się rozwijać jako człowiek, bo na co dzień mam kontakt z 60 wspólnymi osobami

### Agnieszka

: ... że możliwość zabierania piesków do biura jest super!

### Arek

... że uwielbiam elastyczny model pracy agencji. Lubię atmosferę panującą w biurze i na wspólnych spotkaniach. I że uwielbiam wizyty piesków gdy akurat jestem stacjonarnie

### Ewa

Doceniam 24/7, bo agencja nie stoi w miejscu. Dirka cały czas szuka pomysłów, jak sprawić, aby firma mogła podejmować się jeszcze większych wyzwań, a pracownicy mieli zapewnioną taką elastyczność, jakiej potrzebują. Gdybym miała dodać czwarte słowo, opisujące agencję, byłaby to „otwartość”. Na ludzi, na ich pomysły i innowacje.

### Karolina

... że 24/7 to pierwsze miejsce mojej pracy, gdzie czuje się w pełni akceptowana, mogę być zawsze wystuchana i że praca z fajnymi ludźmi jest po prostu przyjemnością.





# Good to know

# 06



As a last part of #247WAY, we share some more elements that are part of us. You probably won't get across these every day.

**But as it is an**

**important  
part of who  
we are,**

**we thought it could come  
handy if you now about it.**

# How did we became **who we are?** (a true story)

**O**nce upon a time in Warsaw, back in 1999, there was a company called PR Partners. A PR agency which was linked with the advertising agency Corporate Profiles, nowadays known under the name of DDB. For unknown reasons the owner, decided to not continue the PR operations and closed down the agency in the year 2000.

In that agency PR Partners, was working a young Account Manager named Dorota Zmarzłak. She was serving the McDonald's account. As the agency stopped operations, the client asked her to keep providing PR support as a freelancer – which she did. Soon the work for McDonald's expanded and Dorota asked a friend to support her. Other companies heard about her good work and

wanted her PR support too. Well... you get it. In the Autumn of 2001, Dorota established Twenty Four Seven PR Sp. z o.o.

20 years on... here we are! With a team of 70, 24/7Communication is probably the largest privately owned PR agency in Poland. A communication firm with solid reputation. Doing outstanding work. With an awesome team. Servicing top clients.

Since our start, 20 years ago, a lot has changed. Obviously. Clients came and went or stayed on. The 30 sqm office in a block in Bielany, has become a 500 sqm hub in Warsaw Old Town. From PR we have changed our name to Communication. CD Roms with pitch presentations have been replaced by presentations from our inhouse Studio.

@247pr.pl became @247.com. Opinion leaders became influencers. Charity became ESG. 24/7 has evolved from small to medium to large PR firm. Our operations and professionalism have grown along.

The core of our existence though, has not changed since Twenty Four Seven PR was established back in 2001: **The desire to do awesome work for our clients still drives us every day.** Team & agency atmosphere still keep us motivated. Ethics and morals still form a fundament under all decisions we make. Transparency and openness with everyone we deal with is still how we work. Inclusivity and a safe working environment are still a must. Thinking in possibilities and opportunities is still our mindset. And... McDonald's is still a key client.

# Poland is large. The **world** is bigger.

**2** 24/7Communication is a proud independently owned communication agency. Opposite many competitors we are not a global corporate network company. This has great advantages as we are fully free to 'sail our own course'. We are super agile, have more average space for innovation, more fun, and we can decide to put people above profit.

At the same time, independent also means that we're 'on our own'.

Fortunately there are more agencies in the world like that. The best and biggest ones have teamed up in a Partnership called PROI (Public Relations Organization International).

**Since 2010, 24/7Communication is part of PROI Worldwide, the leading network of independent PR firms, established in 1970 (!).**

A true PR powerhouse with 8000 employees and joined income fee of 1 billion dollar, ranking us among the top-5 largest communication holding companies.

Within the network we maintain close-knit relations with 85 of the best communication firms in 50 countries, giving us instant and trusted access to foreign markets. We share experiences, best practices and inspirations.

Within the CEE region and wider Europe, we have established strong operational partnerships with top-PR firms, with whom we manage regional projects and share best practices.

**WE ARE FULLY FREE TO  
'SAIL OUR OWN COURSE'**

# Part of the PR industry

**2** 24/7Communication is perceived a PR Agency. We believe much in PR and the work PR agencies do, so we are fully comfortable with that. At the same time the scope and quality of work that some PR agencies, including ours', are doing, by far exceeds the perception that many have about PR.

Therefore our company is an active promoter of Public Relations. We'd like to show organizations, advisors, clients and media the impressive impact that PR can have on business. We'd like to contribute to raise the overall profile of our industry. We do this through in several ways:

Związek – Since our foundation in 2001, we are a member of ZFPR (Związek Firm Public Relations). We actively support the joined industry efforts on PR education, PR ethics, PR regulation and PR promotion. Both agency founders, Dorota Zmarzłak and Dirk Aarts, have been active in ZFPR as a Board Member, as well as through supporting and managing initiatives.

PR Award - PR competitions are a great celebration of the industry. It shows clients and business environment the level and variety of work. **We actively participate in PR competitions in Poland and abroad. Obviously we don't do this only to promote the industry, we love awards ourselves !**

Branch media – Quite a few media titles in Poland are reporting about the PR industry. Among others MMP, PRESS, Nowy Marketing, Proto, Brief, Wirtualna Media. When we have a chance to share our viewpoints on industry matters, we'd like to do so. We are always straightforward in our cooperation with media, providing a true and real picture of the agency and our thinking.

Rankings – In our industry several rankings and lists of PR agencies are published. Often these are based on business performance of the agencies. 24/7Communication always participates and shares data and information, in line with our transparency policies.

