History

Unistaff Corporate Communications is a subdivision of Unistaff – a group of companies that has been operating in Russia since 1994, rendering services in the field of business process outsourcing (payroll processing, HR administration, HR consulting).

Since 2004, Unistaff Corporate Communications has been dealing in design and development of internal and external corporate communications, specializing in organization and holding of high-level corporate events.

In 2008, Unistaff Corporate Communications became an official partner of the European Commission in Russia and the CIS for organization and holding of industry workshops, thematic conferences and various training and incentive programmes.

Unistaff Payroll Solutions has been a strategic partner of ANCOR Holding since 2007.
Unistaff Corporate Communications offers its customers a full range of services in the field of corporate communications design and development, including:

- Development and implementation of programmes and events to design and develop internal corporate communications to maintain employee loyalty.
- Development and implementation of programmes and events aimed at establishing and developing relations with various groups of corporate customers, and promotional events.
- Consulting and assistance in the field of corporate culture shaping and implementation.
- Writing scenarios and filming training and general corporate movies, incentive and presentation videos, holding professional and daily-life photo sessions, organization and holding of castings.
- Carrying out high-level interactive telebridges and teleconferences with simultaneous participation of the customer’s international and regional offices.
- Working on the customer’s corporate publications. Carrying out creative, editorial and correspondent work preparing such publications, and arranging for their production.
Specialisation

Unistaff Corporate Communications specializes in organization and holding of high-level corporate, marketing and special events, including:

- **Business events**
  (organization of congresses, conferences, trainings, round table discussions, teleconferences, cycle meetings, launches, exhibitions, etc.)

- **Offsite events**, 
  In Russia and the CIS, as well as abroad

- **Corporate teambuilding events**

- **Social events**

- **Promotional events**

- **Thematic corporate parties and entertainment programmes**

- **Incentive programmes and projects**

- **Excursions, cultural and educational events**

- **Development of creative concepts, production of advertising and promotional materials within the framework of running projects**
Why?

Why do we hold this or that event? It is the question that most event management companies do not ask themselves often enough. Their company gets an assignment and, as a rule, focuses on the intricacies and details of technical realization and project support, forgetting that the main thing is to understand why and for what purpose a certain event is held and what its ultimate objectives are.

We have a totally different approach to it, and that is why our projects can:

- Impact
- Inform
- Motivate
- Inspire
- Develop
- Surprise
Impact!

We are striving to penetrate into the very essence of the project to understand what you desire to achieve by holding this event. Be it a conference aimed at developing the qualification of its participants, a teambuilding event to build mutual trust, a launch of a new product or a trademark promotion in order to impact the perception of the company, product or brand, – practically in every case the purpose of the event can be reduced to positive impact on the relevant target audience.

Our events always serve a clear and distinct purpose, which helps us to efficiently impact the target audience and the end result as a whole.
Inform!

We create the information field for efficient interaction with your target audience – be it your employees, customers, vendors, distributors or mass consumers.

Our creative and marketing solutions guarantee involvement of your target audience, which, in its turn, makes it more susceptible to information messages.

A properly built communication strategy – before, during and after the event – makes it possible to substantially increase the efficiency of communication with your target audience and the total return on the transactions made.

And, of course, we keep a watchful eye to ensure that all communication materials preceding our event (email distribution, event websites and other IT materials) perfectly comply with your corporate style.

Thus, we drive expectations, we start with batchwise provision of information, and after the event we remember the necessity of follow-up reminders. The objective of all these tactics is to reinforce the effect of the message.

Our special communication management system can facilitate all forms of interaction, namely: ensure distribution of invitations, registration, guaranteed compliance with all the participants’ requirements, maintain flight and travel details, etc., removing from your shoulders the huge burden of preparing and holding the event.
Motivate!

High-performance employees will allow you and your company to achieve fantastic results! The wide range of our programmes for teambuilding, motivation, as well as training and development of your employees will surely improve the performance indicators of your company. Just because our programmes help business units and employees of your company to achieve the optimum level of their capabilities.

In our arsenal, we have all possible motivation and development tools: from traditional teambuilding events to customized education and development programmes designed to resolve a particular issue.
Inspire!

Ability to inspire people to reach objectives and to strive for success is an extremely powerful tool that can be at your disposal. We offer a whole range of incentive, stimulating and motivating programmes that will help you achieve this and, as a result, increase the efficiency of your company operation.

We will help you create customized motivation and incentive programmes to inspire your team to hit and beat their targets, to organize amazing award ceremonies for the winners, or just to run a correcting incentive workshop to consolidate the results achieved earlier.

Our consultants will share their professional knowledge and give recommendations on creation of favourable atmosphere and proper delivery of information. These are obvious and at the same time sophisticated skills that actually impact both individual employees and company business units and, ultimately, the overall performance of the company.
Develop!

We can assist you in developing your brand, your image, your positioning and your vital asset – the people. A wide range of our education and development programmes will help your employees gain new skills or improve existing ones.

These programmes are to increase motivation and job satisfaction and ultimately guarantee that the results of a certain education and development programme will have a positive impact on your company in general.

Our corporate social responsibility programmes foster personal growth, however, their results are much more significant, since your employees are able to work for the sake of development of the society, making a difference in the world around us.

Our brand development and rebranding programmes and events are also elements of development and promotion that are absolutely vital for every company at a certain stage of development. They include both full-fledged branding programmes and slight positioning modification (adjustment), as well as just events aimed at consolidating your company’s position in the eyes of your customers, vendors and staff.
Surprise!

Our creative team will help you stage a really spectacular and impressive event that will excite and surprise your audience.

Having analysed your requirements, we will determine the stylistics of the event, taking into consideration the peculiarities of your audience, we will select the venue, and on this basis we will develop a powerful and original scenario for you.

Our animation and multimedia design specialists are capable of realizing practically any idea with the help of cutting-edge visualization technologies. The synergy of technologies and the creative potential of our talented team keep discovering innovative, increasingly surprising methods of information delivery and organization of your events in general.
Our services:

In the process of event preparation, Unistaff Corporate Communications employees are prepared to undertake resolution of all service issues and provide a full range of additional services that you may need. Here are just some of them:

- Development of the general event concept, preparation of a creative scenario
- Design and decoration of the event, including flower arrangement
- Development and production of promotional merchandise
- Running and coordinating the event
- Selection and reservation of the location
- Photo and video recording
- Simultaneous translation
- Catering
- Organization of technical support for the event (provision of audio equipment, light equipment and projectors, other types of technical support)
- Provision of temporary staff
- Visa support, booking air and railway tickets for regional and international events
- Hotel booking and control over accommodation of the event participants
- Transfer services, meeting and seeing the participants off at airports and railway stations
- Cargo delivery, transportation services, logistics
- Resolution of safety issues (including agreements with public authorities)
- Making settlements and financial services
- And many other services
Some recent projects:

1. All-Russia Ophthalmological Forum (ROOF) 2010, Central House of Entrepreneur, 1000 participants.
2. GE Money Bank day, Vinzavod exhibition centre, 700 participants.
3. Mercedes-Benz dealer convention, Holiday Inn Vinogradovo hotel in the Moscow Region, 300 participants.
4. MBRD anniversary (17 years) in Milk club, 1600 participants.
5. Annual meeting of 3M Russia employees, Klyazma holiday centre in the Moscow Region, 350 participants.
6. Mostotrest, simultaneous jubilee telebridge in 9 Russian cities (Moscow, Tula, Nizhniy Novgorod, Cheboksary, Yaroslavl, Ryazan, Voronezh, Tambov, Kirov), 2500 participants.
7. M-Video dealer convention, Atlas Park hotel in the Moscow Region, 450 participants.
8. Halloween for Vera Olymp in Playhouse club, 400 participants.
9. New Year party for KTK, International Trade Centre 800 participants.
10. Slavneft winter day, Ray club, 500 participants.
Some recent offsite projects:

1. MSD Pharmaceuticals cycle meetings in Baku, Kiev and Sochi.
2. Alcon New Wave festival in Tunisia.
4. GE Money Bank day in Kazan.
5. Cycle trainings for Herbs Trading in Saint-Petersburg, Anapa, Kiev and Egypt.
6. A series of educational projects for doctors under the auspice of the Podari Zhizn fund in Barnaul, Volgograd, Kaluga, Krasnoyarsk, Lipetsk, Novosibirsk, Saransk and Yakutsk.
7. European Commission Workshop under the patronage of the German Society for Technical Cooperation (GTZ): Moscow, Saint-Petersburg, Belokurikha (Altai), Yekaterinburg and Perm.
8. Incentive tour for Whirlpool to Iceland, with intensive and exotic sightseeing and educational programme.
9. Launch of Invanz medication, MSD Pharmaceuticals: Moscow, Saint-Petersburg, Yekaterinburg, Kazan, Novosibirsk and Khabarovsk.
Russia and the CIS

Last year, Unistaff Corporate Communications held more than 100 offsite regional events; here are just some of the cities where we worked:

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Unistaff Corporate Communications has been working abroad extensively and successfully, and we are striving to continuously expand our possibilities here. Even now, the geography of our international presence is impressive:
Our customers

Our customers are companies representing various lines of business, many of them are market leaders and are among the world’s largest brands. Having earned the reputation of a serious and reliable partner, Unistaff Corporate Communications works on the basis of high quality standards and highly professional approach to each project.

As an expert in the field of corporate communication, we strictly adhere to the principles of professional ethics in our work and we are continuously improving and expanding the range of our services.

The company is growing and developing steadily, within the last few years the number of employees in the Moscow headquarters has more than doubled, and the volumes of work have grown substantially, too.
Our partners

In our work, we adhere to the highest quality standards and focus only on the best partners in our industry. Here are just a few of them:

**Partners in graphic arts and complex printing projects:** Smith&Hartman, Synergy Press; Triada

**Area decoration and technical solutions:** a.s. design studio, Stand Market, StatusUp;

**Technical and audio/video support:** Spin Music Service, Polymedia, Triumph TV, Sound Rental;

**Catering partners:** Smart Catering, Megapolis Catering, Kulinarny Teatr;

Special terms and conditions for working with all significant venues and hotels in Moscow and the Moscow Region. Reliable travel operators and special terms and conditions for offsite events and working abroad.
Business card
Unistaff Corporate Communications

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If you wish to place an order or ask further questions, please call our manager who will be happy to help you!