

GERMANY

INTERNATIONAL MEDIA RELATIONS

10th WORLD SUMMIT OF NOBEL PEACE LAUREATES

Berlin, Germany

International Media Relations at Global Events

The **Permanent Secretariat of Nobel Peace Laureates Summits** retained Global Communicators, LLC, to manage international and German media relations for the 10th World Summit of Nobel Peace Laureates hosted in **Berlin, November 10-11, 2009**, on the occasion of the 20th anniversary of the fall of the Berlin Wall.



Former Soviet President **Mikhail Gorbachev** chaired a group of 15 Nobel Peace Laureates, including former South Africa President **F.W. de Klerk**, former Polish President **Lech Walesa**, and the father of microcredit, Professor **Muhammad Yunus**, at a two day summit in Berlin that focused global attention on breaking down walls that divide humanity and building bridges of understanding.

Global Communicators' professionals onsite in Berlin provided media relations services to 198 journalists

from 19 countries representing 79 outlets. More than 250 stories on the summit appeared in print and online, and at least 15 television and radio segments were aired in Europe and elsewhere in the world.

We drafted and distributed a series of media advisories and news releases in advance of the summit; identified and contacted U.S., German and international journalists in an effort to match Nobel Laureates with media interviews during the summit; provided logistical support to ensure that the interviews with the laureates went well; drafted a news release on the final summit communiqué; and handled credentialing of the media.

The event culminated with presentation of the Summit's Peace Award to international music legend **Annie Lennox** for her work in raising awareness of the HIV/AIDS impact on women and children through her SING campaign.

