

Strategy. Content. Success.

Credentials healthcare, medical and pharma

**Wisse Kommunikatie
The Netherlands**



Effective communication in The Netherlands, the Benelux, and beyond

**Arnhem, the Netherlands
April, 2022**

General company background

The agency

Wisse Kommunikatie is a full service public relations and corporate communications consultancy in **The Netherlands**. Besides press and media relations and content creation our services comprise communications strategy, media and communications programs, marketing PR, issues management, crisis communication, public affairs support, development of communication tools and journalistic marketing automation.

Founded in 1982, Wisse Kommunikatie currently employs nine consultants, a system administrator / desktop publisher and an accountant. In 1997 we established [Insticom](#), our office in Brussels, **Belgium**. This regional partnership allows us to not only service the Netherlands, but Belgium and Luxemburg as well.

In 2018, our **German** branch was officially inaugurated. For our accounts in the **Asian markets**, we have secured the assistance of local specialists such as Ms. Vivian Kim, our South-Korean born colleague who now lives in the Netherlands.

In 2019, Wisse Kommunikatie and PDR established a new communication agency at the request of the Automotive Campus in Helmond, the Netherlands. The agency, [PRMTR](#), focuses both on the automotive industry and on mobility in general. PRMTR not only supports companies in the Helmond network, but it also offers its services to other organizations and companies in the mobility sector.

Award-winning communication

Wisse Kommunikatie has attained a shared fifth place in the top ten of Dutch service providers in communication advice in December 2016. Moreover, we have secured position 48 in the general [Top 100 of Dutch service providers](#). In 2018 and 2019, we made the Top 100 [again](#).

Wisse Kommunikatie has extensive experience with national, multi-country and pan-European communication, fast international market exploration and image surveys in (inter)national markets that are essential to client organizations.

Key business sectors

Healthcare, Medical, Pharma, IT, Industry, Mobility and Transport & Logistics.

Crisis communications

It is safe to say that Wisse Kommunikatie has a very extensive track record in crisis communications. We offer immediate crisis communication assistance to our 35+ 'crisis subscribers' in the healthcare sector, such as hospitals, organizations in (elderly) care and cure, organizations for the disabled, research institutions, home care and maternity care suppliers, etc.

Besides traditional care organizations, we service around 15 commercial clients in the medical, pharmaceutical, (petro)chemical, IT, manufacturing and logistics sector.

Our crisis experience includes, but is not limited to:

- Abuse, violence, sexual harassment
- Accidents involving hazardous substances and dangerous goods
- Accounting, auditing and tax issues
- Data breaches, hacks and cyberattacks, including ransomware cases
- Environmental issues, often involving lobby
- Fake news, disinformation and hoaxes
- Injuries and deaths
- Mergers, acquisitions, reorganizations
- Natural disasters
- Pricing issues
- Product recalls
- Public opinion and social media crises

Because being well prepared is half the battle, in addition to immediate assistance we also offer services such as media training courses, crisis communication plan development, crisis exercises, research and online monitoring.

Journalistic Content Automation

The concept of journalistic content automation combines journalistic, trustworthy content and marketing automation to identify and optimally engage with the target groups, to optimize insights in the customer journey, and to convert anonymous interest to action.

The journalistic side explained

By structurally deploying the informative and persuasive power of **journalistic content**, the target group becomes more convinced of a company's products, services or reputation at every step in the process. This journalistic content can be Owned, Earned, Shared Or Paid, or a combination hereof.

The marketing automation side of the concept

By testing and optimizing the impact of journalistic content in the different phases of the funnel, (**automated**) contact is made at key moments in the decision-making process, with the aim to convert leads into customers, applicants into employees, and users into ambassadors.

Healthcare, medical and pharma (selection)



Other sectors (selection)



Network

Associations

The consultants at Wisse Kommunikatie as well as the agency itself are member of various associations. Many of our consultants are member of [Logeion](#) (the association of PR consultants in The Netherlands) and of the regional associations of communication professionals [CKA](#) and [CKN](#). Moreover, Theo Snijders is board member of [VIP](#), the Association of Industry Writers, and member of the International Public Relations Association ([IPRA](#)). Serge Beckers, Theo Snijders and Peter Drent have served as board member of the former Dutch Association of Public Relations Counselling Firms – VPRA.

International PR

Wisse Kommunikatie joined the Worldcom Public Relations Group in 1988 and has had a strong foothold in the network ever since. The agency's founder, Hubert Wisse, has been board member of the World Group and board member of the European Region (now EMEA) for many years. Theo Snijders is a former board member EMEA, Serge Beckers is currently chair of the [Healthcare Practice Group](#) and chair of the EMEA chapter.

[Worldcom Public Relations Group](#) is a worldwide communications partnership comprised of select, independently owned public relations firms. Worldcom formed in 1988 with the aim of creating a collaborative community of top professionals from around the world and across a range of disciplines, markets and industry sectors. Now, with 132 offices in 115 cities across six continents, there's a Worldcom partner nearly anywhere you need one.

Worldcom Public Relations Group has access to more than 2,000 PR professionals operating in key markets worldwide, who understand the language, culture and customs of the areas in which a client operates. With this global reach, we can tap into Worldcom partners as needed to enhance our service offerings and provide local intelligence —even if 'local' is halfway around the world. Worldcom's independent makeup means you'll always feel the personal touch that you only experience with an independent firm, even when working across time zones.

Worldcom's unique position as a leader in global communications is driven by the focus on working together to deliver outstanding results. The success of each campaign truly matters to every partner involved, and the results speak for themselves — in 2020, Worldcom partners serviced more than 3,300 clients for a combined US\$ 300 million in revenue.

With the knowledge and expertise of Worldcom partners at the ready, we are primed to help any business realize the most potential from its communications initiatives.



Healthcare team biographies

Serge Beckers

- Managing partner / senior consultant
- Former journalist / editor
- 15 years' experience in PR and content creation for among others: Medtronic, Canon Medical Systems, BlooLoc, Incyte, Mallinckrodt, Ethypharm, Lohmann & Rauscher
- Has worked in sales for a company specialized in lab equipment. Clients at that time include Sanofi, Johnson & Johnson/Janssen Pharmaceutica, Organon, Leo Pharma, Lundbeck, Novo Nordisk, AstraZeneca, GlaxoSmithKline
- Former secretary of the VPRA, the Dutch Branch Association for PR-consultancies
- Chair of the Worldcom Healthcare Practice Group, Worldcom Group board member
- Chair of the EMEA chapter of the Worldcom PR Group
- Responsible for the execution and distribution of the annual [Worldcom Digital Health Monitor](#) For The Pharma Sector

Theo Snijders

- Managing partner / senior consultant
- Education in German language, journalism, marketing and PR
- Many years of experience as a journalist and (chief)editor of (technical) trade publications in industry, transportation and IT
- Organizer of conferences on high-tech issues in co-operation with branch associations.
- Mainly working for 'tech' clients. Extensive experience in awareness campaigns, lobby support and media relations.
- Past Worldcom Group board member
- Former secretary of the VPRA, the Dutch Branch Association for PR-consultancies

Marlous Fortuin

- Senior consultant
- Social media and online advertising specialist
- Content automation expert
- Ample experience in healthcare and transport & logistics
- Clients: PinkRoccade Healthcare, Zembro, Valuepack, QuoVadis, Cornerstone, Bunzl, Office Depot, thyssenkrupp

Vivian Kim

- Senior consultant who has led various communications projects in multiple sectors and for global organizations in South Korea for more than 14 years
- Currently based in Amsterdam, The Netherlands
- Proficiency in Korean and English, good command of French, sound knowledge of Dutch
- Healthcare experience: Bristol Myers Squibb, Janssen (Johnson & Johnson), 'Liver Day Campaign' in South Korea in close partnership with the 'Korean Association for the Study of the Liver (KASL)', a bio sector project for Scottish Development International (SDI), among others.

Company Details



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