

CASE STUDY

European Parliament

COMPANY OVERVIEW

The European Parliament is the only directly elected European institution. Its 705 members represent the citizens. Over the years and through successive amendments to European treaties, the Parliament has gained extensive legislative and budgetary powers, allowing it to determine, together with the representatives of the governments of the Member States gathered in the Council, the course followed by the European project. The European Parliament is present in the 27 Member States of the Union through 35 offices. These offices serve as a bridge between the institution, the Members of the European Parliament, and the citizens.

One of these offices is located in Paris, and the European Parliament also has a branch in Marseille. **The mission of an office is to engage citizens, public authorities, social, economic, and associative actors, as well as the educational and academic world, in the life of the institution. It is also the key point of contact between journalists and the European Parliament.**

OBJECTIVES, NEEDS, AND PUBLIC RELATIONS CHALLENGES

The European Parliament operates in many areas, and its decisions have tangible effects on the lives of citizens and businesses throughout the Union. **Its objective is to fulfil a public service by widely communicating these crucial choices for the future.** To achieve this, it must ensure that its communications reach the right recipients depending on the subject, and at the same time, that the journalists it addresses have the tools that they need to understand the issues surrounding the debates and the votes.

THE MEDIACONNECT SOLUTION

"We were impressed by the MediaConnect offering, which allows communicators to publish their press releases with the assurance of reaching a wide audience, and especially in targeting journalists who are genuinely interested such subjects. These journalists can choose the frequency of their alerts, the topics, and the companies or institutions they follow, in a true pursuit of quality. The intuitive interface, which offers many functionalities, also

allows us to quickly publish our most important press releases in a short time, to respond quickly to current events. We use MediaConnect as an amplifier for our press releases. Thanks to this tool, designed by journalists for journalists, our communications are more relevant and reach qualified contacts who are attentive to our messages."

Isaure Magnien

Press Officer at the European Parliament