

Media Relations:

Mitsubishi Electric Turkey Official PR Agency

Inomist Communication Consultancy

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Mitsubishi Electric and İnomist İletişim explained the students of General Ali Rıza Ersin Vocational and Technical Anatolian High School Public Relations and Organization Department the key parts of communication

Golden Tips for Young Entrepreneurs

Technology leader Mitsubishi Electric and the brand's communication consultancy agency İnomist met with the students of General Ali Rıza Ersin Vocational and Technical Anatolian High School Public Relations and Organization Department. Taking place as speakers in the seminar organized under the theme of "Actors of the industry, golden rules for communication", Mitsubishi Electric Turkey Advertisement and Public Relations Team Leader Savaş Ceneviz and President of Inomist Communications Consultancy Agency Sibel Selvi Arslantürk gave suggestions to future entrepreneurs on how to become a successful communications professional while relaying their experiences.



Drawing attention with its advanced technology products and solutions in numerous fields in Turkey such as air conditioner, factory automation, elevators and escalators, visual data systems, satellite and space systems, transportation related infrastructure systems, Mitsubishi Electric along with Inomist, providing communications consultancy to leading brands in Turkey met

with young communicators. In the seminar titled "Actors of the industry, golden rules for communication" taken place in General Ali Rıza Ersin Vocational and Technical Anatolian High School Department of Public Relations and Organization Department on January 9, Wednesday; Mitsubishi Electric Turkey Advertisement and Public Relations Team Leader Savaş Ceneviz and President of Inomist Communications Consultancy Agency Sibel Selvi Arslantürk took their places as speakers. While informing about corporate communications departments and scope of service of communications consultancy, Ceneviz and Arslantürk also relayed their experiences using case studies and gave suggestions to students on how to become a good communicator.

We form sustainable relationships while strengthening corporate reputation



Stating that, their job as Mitsubishi Electric Advertisement and Public Relations Department is to increase the brand's recognition in Turkey and set necessary communication strategies required to strengthen corporate reputation and to manage communication activities, **Mitsubishi Electric Turkey Advertisement and Public Relations Team Leader Savaş Ceneviz** continued; "We perform numerous studies listed under titles such as media relations, topic-agenda, social media and activity management, sponsorship communication, advertisement campaigns, media planning, intra-company communication and such

within the scope of communication strategies we have determined. Especially in the last period, we have been paying more attention to digital communication devices. Because in this rapidly digitalizing era, most of us--mainly being the young generation--prefer to keep up with developments in the world over digital media. As a leading brand of digital transformation which is a part of life in numerous areas, we also plan our studies within this perspective in order to adapt to this new world order. In all types of communication studies realized by incorporating a combination of conventional and digital communication studies, our goal is to form sustainable, strong relationships with our target masses and social shareholders. Within the scope of all our studies, we move in tandem with our partners such as communications consultancy agency, digital agency, media planning and purchasing agency, event management agency."

Young generation will provide added value to communications sector

Emphasizing the importance of global brands paying attention to synchronizing their global communications strategies with the local dynamics of countries they operate in, Ceneviz

underlined that numerous parameters regarding communication must be analyzed correctly and strategical business partners must be managed with great care. Drawing attention to today's new communication models, Ceneviz said; "In near future, digiPR, digital crisis and agenda management are expected to gain more importance. Within this context, we need to analyze digital medium along with conventional methods correctly and establish strategical communication devices in a way to meet the new world's requirements. Thus, it is vital for young communicators to follow developments closely as they will have to manage brands in a rapid and ever-changing environment once they set foot into the industry. Fit to achieve great success with individual awareness and development, young generation will provide communication sector with high added value with their dynamic and innovative structure. We, as a brand that trust's in the future of Turkey with its young population and invests in our country with technological advancements, support the development of young generations. Within this context, we will continue conducting studies regarding adaptation of high school and university students, who will be tomorrow's professional managers, into the new world."

We bring brands together with target masses



Stating that professional emergence of communications consultancy dates back to nearly a century ago and explaining its evolution until today, **President of Inomist Communications Consultancy Agency Sibel Selvi Arslantürk** informed us; "We can list our goals as communications consultancy agencies as; bringing corporations with their target masses in

the most efficient and precise way possible, increasing brand recognition, increasing brand value and corporate reputation, helping brands become the reference corporation in their sectors, public opinion and media, meeting business goals, increasing competitive power and as a result helping them become a sustainable brand. Within this context, we provide services in a broad scope, ranging from brand communication to media relations, crisis management to crisis communication to marketing communication, corporate social responsibility to sponsorship communication, leader communication to intra-corporate communication, from digital marketing to event management."

Stating that a good communication professional should be ready to work as a team, planful, disciplined, patient, open to learning and with high self-confidence, Arslantürk said that communicators decent at writing and listening, with the ability to analyze and solve problems will be successful in this business. Suggesting students to intern at agencies, to follow

sectoral developments, to take place in competitions and organizations in order to experience different disciplines of communication, Arslantürk finished her words by putting emphasis on the importance of foreign languages in following developments throughout the world.

About Mitsubishi Electric Corporation

With over 95 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,444.4 billion yen (in accordance with IFRS; US\$ 41.9 billion) in the fiscal year ended March 31, 2018. For more information visit: www.MitsubishiElectric.com*

**At an exchange rate of 106 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2018.*

About Mitsubishi Electric's Activities in Turkey

Mitsubishi Electric's main fields of activity in Turkey are; air conditioning systems, factory automation systems, advanced robotics, CNC mechatronic systems, elevator and escalator systems and visual data systems. Mitsubishi Electric, which established a room air conditioner development and manufacturing company in April 2016 in Turkey, began production in Manisa factory in December 2017. Mitsubishi Electric, the producer of Turksat 4A and 4B satellites, which contributes to the communication and publishing infrastructure of Turkey and neighboring countries, is notable for its satellites as well as the automation technology used in the Marmaray project. For more information; tr.mitsubishielectric.com

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Facebook <https://www.facebook.com/MitsubishiElectricTurkeyA.S/>
LinkedIn <https://www.linkedin.com/company/mitsubishi-electric-turkey/>
Instagram <https://www.instagram.com/mitsubishielectricturkey/>
Twitter https://twitter.com/MitsubishiE_TR
Google+ <https://plus.google.com/u/1/10553602082233872440?hl=tr>

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About Inomist Communications Consultancy

Providing communications consultancy services since 2012 in order to meet corporations' communication needs in parallel with rapid global changes, Inomist Communications Consultancy has been planning and executing "Innovative Media and Communications Strategies" in order to increase brand value and corporate reputation of corporations, to increase competitive power and awareness. Regarding the corporations we work with as "partners" rather than customers and moving together with team spirit, Inomist Communications Consultancy develops planned and fast solutions built on true and correct strategies, as realistic as they are innovative, in compliance with the values of corporations and societies. Within the scope of agency's services we can list; brand communication,

media relations management, topic-agenda management, marketing management, leader communication, risk management and risk communication, corporate social responsibility communication, sponsorship communication, intra-company communication, digital marketing and web solutions, event management, creative services and content services, media planning and purchasing services.

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