




**COMMS
CONSULT**

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Strategic
creative
concepts

Writing and
storytelling

Event
management

Public outreach
and donor
engagement

Communications training,
media support, and
journalistic toolkits



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The scope of OUR agency's work is **multimedia** and **interdisciplinary**. It encompasses making YOUR relevant projects **accessible to a broad audience**. This is achieved through a **strong communications strategy** combining **impactful success stories** from the project region with powerful, high-quality, **expressive pictures**, and articles. The simplicity of such strong and **compelling messages** allow for an easy understanding of YOUR organizations' agenda across any social or cultural barrier. OUR expertise **maximizes the visibility and credibility** of YOUR organization, NGO and institute to its donors, partners, and supporters – to successfully **mobilize stakeholders** and to sustain and **secure funding**.

Kirsten Milhahn

YOUR Senior Expert for Comms, PR & Media



I am a highly experienced and committed environmental, humanitarian, and development sector communications and public relations specialist, multimedia journalist, writer, editor, and photographer with academic background in Natural Science. I have **20+ years** of experience working for **major international organizations** and **high-profile media**, such as the UN (UNEP, UN-Habitat, and UNDP), WWF, Greenpeace, DER SPIEGEL, FOCUS MAGAZINE, Stern Magazine, GEO MAGAZINE, and TERRA MATER. I was trained by NATIONAL GEOGRAPHIC.



1

Strategic creative concepts

- Profound communications & social media strategies, clear communication guidelines, practical toolkits, and implementation plans
- Comprehensive media and social media campaigns

2

Writing and storytelling

- Production of high-impact multimedia project and program stories (articles, photos, and videos) for web use, social media, and print
- Compelling human-interest documentaries, feature stories, and reports
- Content for websites
- Editing, proof-reading, and fact-checking of reports, speeches, articles, etc.

3

Public outreach and donor engagement

- High-quality print and digital communications such as key messages, op-eds, interviews, press releases, reports, and newsletters
- Impactful print and digital communications and branding materials such as brochures, booklets, posters, flyers, factsheets, banners, press kits, etc.
- Social media coverage
- Photo exhibitions



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4

Event management

- Event planning and support for conferences, meetings, workshops, and webinars (online & on-site)
- Organizing press conferences and media briefings
- Production of press releases & invitations
- Detailed follow-up & impact evaluation

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A member of the
German Business
Association Kenya

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Communications training, media support, and journalistic toolkits

- Creative writing - How to tell a story
- Multimedia storytelling - ONE story, ONE source (text, photos & video out of one hand)
- Online & on-site research, facts & proofreading
- Digital journalism & social media
- Competences in interacting and communicating with journalists
- Press briefing & press conferences
- Creating media databases
- Management of media outreach (media focal point & consulting)