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PUBLIC RELATIONS

GUIDELINES

Guideline for approval

About this guideline

As each country gradually focuses more on creating its own local Sustainable Mobility Partner (SMP) content (press releases, opinion pieces, local website cases,...), a clear workflow helps to get each content piece approved by Q-Park Corporate smoothly. Please note that you are free to create any piece of content you like – these guidelines are only here to make your content process easier and support you when necessary.

- I You may iterate/discuss the draft with Corporate as much as you need.
- I You can save the final approved document here and inspire international colleagues.

Do not forget

We have a press release protocol in place as we are a semi-public company. Please review this protocol prior to any publication in scope.

Process & timeline

- I Content idea
 - I Once you have decided on creating a content piece, please share the concept/objective of the content with Q-Park Corporate via e-mail. You don't need approval before starting with the creation, this step is only to inform Corporate about your initiative and provide support if needed.
- I Creation of the draft
 - I We have a guideline available to strengthen consistency in SMP content & narratives.
 - I We have a guideline available to create a strong SMP case story (celebrating success).
 - I If you need support from your local PR agency (or freelancer), please feel free to do so.
- I First draft finished
 - I Please check if you have consulted the guidelines to ensure style and language alignment.
 - I When sharing your draft, grant Q-Park Corporate colleagues some time for feedback/approval.
- I Feedback process
 - I Q-Park Corporate aims to provide feedback on your draft within 1 to 3 business days.