

SPOT - ENGLISH

About Us

We provide our clients with decades of experience in the fields of media relations consulting, communications and strategic advice in the highest levels.

Spot Communications and Strategy (www.spotpr.co.il) is a leading strategic and media consultancy firm, dealing in tourism, leisure, culture and commerce. Our thorough knowledge of the media in these fields, enables us to provide accurate and targeted services to our clients.

The team at Spot PR has years of experience and vast knowledge in accompanying decision making processes, in instigating and implementing strategic plans.

Spot PR's team is experienced in consulting to leading public and private organizations holding leading positions as spokespersons in the organizations.

Spot Communications and Strategy provides its clients with a broad and comprehensive services package, including: building a media strategy, spokespersonship and public relations services, media relations consultancy, social networking, campaign management and crisis management.

In addition, we offer our clientele graphic services as well as provide acquisition services of media and other additional services in the communications and media fields, both within the office and by cooperating with other professionals.

Each client receives a tailored services package, designed to match their specific needs.

We are committed in offering each and every client the most suitable frame of activities.

Spot PR offers entrepreneurship, innovative, creative and "out of the box" thinking, while remaining totally committed to our clients.

Together, we will determine where you want to go, and find the way to get you there.

Our Team

Lior Rotbart, Partner.

Specializes in strategic media consulting, consulting to clients in the tourism and commerce industry; in managing political and educational campaigns.

Highly experienced in strategic media consulting to elected officials as well as to commercial clients. Lior is also one of the founders of the legal tailored media activity.

Lior holds a BA in Middle East studies from Tel Aviv University.

Previous positions include:

- Media consultant to the defense minister;
- Consultant to the Chairman of the Knesset (the Israeli parliament);
- Media consultant to leading Israeli companies and law firms;
- Senior consultant in the Labor party campaign during the 2001 national elections;
- Chairman of the student's Union in Israel.

Contact information –

972.52.2749906

lior@spotpr.co.il

Gilad Heimann, Partner.

Gilad has been a Media consultant for over 15 years. His expertise is in strategic and political media consulting, campaign management and crisis management. He is highly experienced in managing nationwide and local election campaigns, as well as in media activity in culture, environment, economic and political fields. Between the years 2010-2014, Gilad was a media consultant to the Jerusalem Development Authority (“JDA”).

As of 2011, Gilad has been the active spokesperson of the Israeli Anti-Drugs Authority.

Gilad holds a BA in Political Science (Hebrew Univ.) and an L.L.B law degree from the Academic College of Law in Ramat-Gan.

Previous positions include:

- Media adviser to the Minister of the interior;
- Spokesperson for the Israeli Union for Environmental Defense;
- Spokesperson for the Labor party faction in the Knesset;
- Media consultant to various public and private organizations.

Contact information –

972.52.2636144

gilad@spotpr.co.il

Jlal Bana, Media consultant (Arab sector).

Media consultant specialist of the Arab sector, with over 15 years of experience in the written and electronic media, as well as in local and international Arab media. Among his clients are companies, government institutions and elected officials.

Jlal graduated Haifa University in the fields of Communications and Journalism, and written journalism in “Haaretz” newspaper as well as in Tel Aviv University.

Previous positions include:

- Journalist for “Haaretz” newspaper;
- Journalist for “Maariv” newspaper;
- VP head of news desk in the regional radio “A-Shams”;
- Producer/researcher in the Spanish television station “Antina 3” in Israel;
- Writer and editor in the satellite cable news edition “tevel”;
- Municipal writer of the Arab sector in northern Israel in “Kol Haemek ve Hagalil” newspaper and “Kol Hatzafon” newspaper.

Contact information –

972.50.9383333

Jlal@jb-pr.co.il

Hila Yemini, Adv., Account Manager

Expert in media consulting in the legal field. Experienced in consulting to leading Israeli law firms (ranked in the top ten ranking).

Hila holds a B.A in political science and public communications, an LL.B in Law (summa cum laude) in the executive course from the Academic College in Netanya, as well as an LL.M in Law from Bar Ilan University.

Previous positions include:

- Legal Intern at Berkman, Wechsler, Bloom & Co., law firm;
- Account executive in the legal field at Spot Communications and Strategy.

Contact information –

hila@spotpr.co.il

Gilad Mitrani, Account Manager

Gilad specializes in strategic communications, spokespersonship and public relations, education, commerce and business, campaign management, infrastructure and environmental issues, tourism, events and cultural affairs.

Gilad holds a B.A in communications, creation and critical thinking, specializing in journalism and radio in “Sapir” academic college.

Previous positions include:

- Assistant to the sports channel spokesperson;
- Content editor at NRG (“Maariv”) website;
- Editor of the daily current events radio program of “Radio Darom”;
- Editor and presenter of the leisure and culture radio program in “Kol Hanegev” radio of Kol I’srael.

Contact information –

972.50.3375458

gilad@spotpr.co.il

Hadas Nir, Account Manager

Hadas specializes in strategic communications, spokespersonship and public relations, education, commerce and business, campaign management, infrastructure and environmental issues, tourism, events and cultural affairs.

Hadas holds a B.A in communications, creation and critical thinking, specializing in television journalism in “Sapir” academic college.

Previous positions include:

- Researcher in Channel 2 TV’s current events programs – “daily people” with Gadi Sukenik and “what is happening” with Linoy Bar Gefen;
- Researcher in “Shabat News”, Channel 10 TV.
- Journalist in “Yediot Ha’tikshoret” in the fields of research, magazine and municipal matter, in the southern region of Israel.

Contact information –

972.50.3399447

hadas@spotpr.co.il

Rami Hazan, Account Manager

Rami specializes in events, spokespersonship and public relations, municipal fields, speech and content writing, infrastructure and environmental issues, political and public affairs, cultural affairs.

Rami holds a B.A in political science and Sociology as well as an M.A in political communications, from the Hebrew University in Jerusalem.

Previous positions include:

- Monitoring official in the Prime Minister’s Office, responsible for daily monitoring of various media means for explanatory and imaging needs;
- Producer in the “Yediot Aharont” newspaper;
- Sports writer in “Walla” and in local newspapers in Jerusalem.

Contact information –

972.50.4225515

rami@spotpr.co.il

Ido Cohen, Head of digital department

Ido is responsible for all digital media, including social networking.

Ido holds a B.A in cinema and television, specializing in script writing from Tel Aviv University, and is currently a copywriting student at the “Betzefer” school of advertising.

Previous roles include:

- Creative and social media manager in the Student Union in Tel Aviv University;
- Website manager in the Student Union in Tel Aviv University;
- Writer in the student magazine “Thesis” and the “MAXIM” magazine for men.

Contact information –

972.52.3511462

ido@spotpr.co.il

Liat Gratses, Marketing Manager

Liat is responsible for our entire marketing sector, including online media.

Liat holds a B.A in communications and philosophy, and an M.A in communications from Ben Gurion University (including advance studies in new media, site building, SEO and blog editing).

Previous positions include:

- Spokesmanship, brand management and marketing;
- Spokesperson of the “Keshev” foundation;
- Spokesmanship manager of the Tzfat medical center (via the Ministry of communications).

Contact information –

972.52.2429522

liat@spotpr.co.il

Sonia Meirovich, Adv., Account Executive

Sonia holds an LL.B (cum laude) and LL.M in law from Bar Ilan University.

Previous positions include:

- Legal Intern at Tadmor & Co., attorneys at law;
- Financial Analyst at Sqope SA;
- Online website manager, “Zeylon Gemstones”.

Contact information –

972.52.5052740

sonia@spotpr.co.il

Roni Mero, Art Director

Roni holds a B.des from Bezalel Academy of Arts and Design in Jerusalem.

Previous positions include:

- Exhibition treasurer;
- Lecturer in the field of visual communications;
- Illustration artist in Israeli newspapers (Yediot, Yediot Tikshoret and Maariv).
- Fashion blogger, Xnet.

Contact information –

972.52.3429243

Roni.mero@gmail.com

Dalia Adar, Accounting and administrative manager

Previous positions include:

- 15 years, “Ort” network;
- 10 years, private investigation sector.

Contact information –

972.52.4603737

office@spotpr.co.il

Services and fields of expertise

Spot PR possesses over 30 years of wide experience in a variety of fields, from commercial and business aspects to political campaign and crisis management.

We provide our clients with a wide variety of media and strategy services in multiple fields.

Spokesmanship and public relations – As experienced media consultants we offer our clients management services of the ongoing relationship between the organization and the media.

We offer our clients premium spokesperson services, including management services of the ongoing relationship between the organization and the media (including television, radio, written press, internet and etc.).

As professional spokespersons, we are responsible for transmitting the values and activities of the organization we represent to the public, in adherence with the predetermined media strategy.

In addition, we unravel the organizations' special activities, different products and advance its imaging among its target audience.

While consulting our clients, our team at Spot PR, becomes part of the organization. We participate in the thinking and decision making process and advice the organization on ways of formulating and transmitting its messages.

Among the activities we offer our clients in this field, are:

- Proactive communication – initiating the publication of items and articles regarding our clients in the press;
- Responsive communication - writing and distributing comments to the press;
- Initiation of events and activities aimed at increasing the media exposure of our clients;
- Briefing clients for interviews in the electronic and written media;
- Assisting in writing and formulating articles and inserting them to the different media sectors;
- Writing blogs and creating content for internet websites;

- Writing bulletins, magazines and newsletters;
- Supervision and promotion of advertising activities.

Crisis management and public campaigns - we consult our clients and provide crisis management services, from as early as the pre-crisis stage.

At times, many organizations find themselves in the midst of a negative branding impact. Such an impact may lead to far reaching implications on the organization's conduct and success.

A proper media, organizational and professional management of a crisis can be of critical importance to the continuing activity of the organization or to the career of a person caught up in the crisis.

We offer our professional services in crisis management, starting from the pre-crisis stage. We advocate in initiative and planned activities, while matching each activity specifically to the state and character of the organization. During a crisis, we are involved in all of the decision making processes, in order to properly tackle the media, an act which is of critical importance at a time of crisis.

During moments of crisis, our entire team is at your disposal.

Projects we undertook:

- Kibbutz management and council (2012);
- Shaham (Israel's actors association) – the campaign to preserve the appropriateness of production and the actors' rights (2011-2012);
- Junior academic staff in universities – the campaign for job security, fair wages and overcrowded classrooms (2011-2012);
- The campaign of Brenner Hill Kibbutz's expansion residents against the
- The Israel Anti-Drug Authority (IADA) on behalf of the ministry of the interior (2011);
- "The campaign for the traffic jam" – Emek Hefer residents against Highway 2 (coastal highway) (2010);
- The campaign of the kindergarten associations in the Arab and Druze sector (2008);

- The campaign of the vacation unit owners in the sting companies at “Club Hotel” (2007-2011);
- The student association’s campaign for the reduction in tuition (2007);
- The image difficulties and political feuds that “British Gas” energy company (BG) ran into following its attempt to sell natural gas from a reservoir opposite the coasts of the Gaza strip (2006);
- The campaign for the construction the “Ariel Sharon Park” (2003-2004);
- The image of the municipality association of solid waste in the upper galilee and Golan;
- The campaign of the School of Dental Medicine in Tel Aviv University;
- The image of Dan region wastewater treatment plant (“shafdan”) and the land treatment of the sludge;
- The campaign of the Druze and Cherkessk local authorities for improving their conditions;
- Dan region wastewater treatment plant (“shafdan”) – following the explosion of the sewage tube at sea;
- Arad residents against phosphate mining at Sde Brir quarries;
- The campaign of the kindergartens in the Arab and Druze sector;
- The “Friends of Ron Arad” campaign;
- The “Friends of Gilad Shalit” campaign.

Campaign management – We consult our clients in nationwide and local political campaign, as well as in managing commercial and public campaigns in various fields.

A political or commercial campaign requires a focused activity executed in a limited time frame, unlike the long-period routine activity of spokespersons.

Campaign management requires the combination of the spokespersonship array with other areas of activities, such as advertising, direct marketing, polls, and fundraising, while familiarizing with the target audience. A successful campaign requires knowing the field and understanding its conditions.

The team at Spot PR possesses rich experience in political campaign management, both nationwide and local, as well as in commercial and public campaign management in a variety of fields and spheres.

In the domain of campaign management, we assist our clients in promoting their ideas and positions in the eyes of the decision makers. For this purpose, we offer a wide array of professional connections, accumulated during long periods of work in the public and private sector.

Events – Spot PR specializes in creating a sweeping media resonance of different events.

Each event is an attempt to amplify and glorify an initiative with a specific purpose.

We at Spot PR specialize in creating a sweeping media resonance for different types of events – from student parties, large-scale professional conferences, launching events, to fundraising events and etc.

Creating a broad media coverage around a specific event is not an easy task, seeing as thousands of events are being held simultaneously.

We at spot PR know how to take an event, single it out, brand it and create a media buzz over it.

Spot PR works with the largest private companies, government bodies and non-profit political organizations in Israel, in planning and marketing events in all sizes.

Leading events we took part in:

- Black Party, Jerusalem;
- Student Day, Tel Aviv University;
- Woman's day, Tel Aviv University;
- "Winter Childhood" festival, Jerusalem;
- Waste convention, Hiriya.

Media strategy – a strategic plan determines communication goals and maps out the client's media imaging needs.

Advertising materials relevant to our clients in the media is highly important and meaningful. However, in order to create a long-lasting effect that will allow the organization to reach its primary goal, special attention must be given to strategic thinking.

A strategic plan sets the communication goals and maps out the client's media imaging needs. In addition, it maximizes the efficiency of spokespersonship and supports the design of tools needed in order to achieve the client's needs. The strategic plan lays out those needs while taking into account the strengths and weaknesses of the organization, its goals, proper tools to work with, target audiences and etc.

Preparing a well-designed strategic plan is of high importance to the correct management of the spokespersonship array and public relations in any organization.

Social networking – One of our fields of expertise is promoting public relation activities in social networks, while addressing the advantages and disadvantages of this media.

The field of social networking has developed immensely over the course of the past few years and has grown to become an inseparable part of PR activities. Every self-respecting organization understands the importance of setting up a Facebook and LinkedIn account, inserting values to Wikipedia, uploading videos to Youtube and more.

Spot PR is an expert in the field of media relations and in providing PR services in all social networks, while taking into account the advantages and disadvantages of such media. On the one hand, the social networks offer a rich and fertile ground for content and unlimited possibilities to reach out to a large public. On the other hand, the smallest mistake may lead to a wave of uncontrollable negative responses that can cause a lot of harm.

Our activity in this field begins with mapping out the different arenas in which each organization wishes to appear, includes the content and messages that must

be monitored, and goes as far as daily reviews of the effect of each and every activity.

Content Marketing – the team at Spot PR consults its clients in drafting and designing materials and in locating the most suitable marketing platforms for each client.

Content marketing has become an increasingly growing tool companies incorporate as part of their media strategy, a non-conventional advertising tool for promoting content messages through the media. No more commercial breaks. From now on, commercial messages will be transmitted on television and radio programs, as well as on the internet and the radio. The boundary between news and marketing content is becoming increasingly vague as time goes on.

Whether by planning strategy, spokespersonship and public relations, managing websites, maximizing exposure on social networks, producing videos for YouTube, editing image and video clips, we, at Spot PR, can provide you with the tools to lead you to center stage and create the most broad and effective media exposure suitable for your needs.

Our team is highly experienced in content marketing writing to many different online websites, including:

- The website of the recycling park in Hiriya;
- The new website of “Asaf Harofe” hospital;
- The “Teenim” website.

Speech and content writing – Spot PR specializes in content writing in various client oriented aspects.

A major part of being successful in the eyes of the media is related to the way content is written and presented to the media or to the target audience. This type of writing requires originality, creativity, prominence and thoroughness.

Spot PR specializes in content writing in different orientations and in coherence with the medium and specific target audience.

The services we offer include the following:

- Article writing – writing articles with a leading primary thesis, in an original and creative manner, with an actual potential to be published in the media;
- Speech writing – a primary way of transmitting messages in and out of an organization is through speeches. We can translate your values and goals into written and focused content, aimed at creating a positive and sympathetic echo.
- Preparation of magazines and bulletins – the existence of a continuing intra-organization sharing, creates high motivation among the employees of the organization and its acquaintances to take part in fulfilling its values and goals. We specialize in writing target audience oriented content and in creating a positive intra-organizational sharing, while striving to fulfill the organizations' goals.
- Content writing for websites – the internet has its own language and it is completely different than the printed one. It varies in the way of writing as well as in its length. We are proficient in writing appropriate content designated for the internet language and maximizing the client's connection with the public as well as with its target audience.
- Blog writing for companies and public figures – in an age where the internet is taking over the communication lifestyle, blogs and bloggers are transformed into modern society opinion leaders. We, at spot PR, specialize in blog writing so much that our partners have become opinion leaders in their publications.
- Press releases – a central tool for providing basic information to journalists regarding the product we wish to unveil. Spot PR specializes in drafting press releases that create interest and stand out as opposed to other releases, and thus we dramatically increase the chances of media publication.

Exemplary works in the field of speech and content writing:

- Union of Clerks, Administrative Public Service Employees (“UCAPSE”) paper – click [here](#) for the latest issue.

- Fellows of the Association for professional and social advancement paper – click [here](#) for the latest issue.

Our fields of expertise include:

Law – Spot PR is one of the leading Israeli companies in the field of media consulting to law firms.

Spot PR is the leading and most experienced company in the field of law in general and in particular in public and media relations of law firms. Our company consults to many law firms, including leading law firms ranked in the “top ten” Israeli firms.

Our legal department is headed by two of our partners, Lior Rotbart and Gilad Heimann, who founded, among others, the field of providing media relations consultation to law firms. Adv. Hila Yemini is an account manager in the legal department, and is responsible for consulting to our legal clients.

Knowing the field of legal communications, we are able to uphold the attorneys’ rules of ethics and are obliged to maintain the attorney-client privilege.

Exemplary works in the field of law:

- Campaigns of the international organization of Jewish attorneys and jurists (2006 - present day);
- Consulting to parties in the Israeli bar association (2008-2009);
- Consulting the legal clinic of the “Noga” center for victims of crime (2006-2008).

Political and public relations – Spot PR is very experienced in providing media consultation to a long line of public figures, alongside public-political and social organizations.

The Spot PR team has years of experience in working with and in public and political frameworks. Our team has worked in various public systems, such as: government offices and organizations, the Knesset, and local authorities.

We are well familiar with the public arena in Israel, highly experienced in getting things done and in advancing public agendas, as well as in consulting candidates for different public positions, both in the national and local level.

Spot PR provides media consultation to a long line of public figures, alongside public and social organizations operating in the same fields.

Exemplary works in the field of political and public relations:

- Nationwide and local political campaigns – we took part of the labor party campaigns in 2001 and 2003. In 2009 we were in charge of running a long line of nationwide and local elections;
- Media consulting to members of the Knesset and ministers;
- “Friends of Ron Arad” campaign – 2007;
- Campaign of the Druze and Cherkessk local authorities;
- Many environmental campaigns.

Environment and infrastructure – Spot PR team is highly experienced in accompanying leading environmental and infrastructural companies and organizations.

The field of environment and infrastructure is a very important field in our society. Among our clients are the Dan Region Association for Environmental Infrastructure (“IGUDAN”), the Eastern Galilee and Golan Heights Region Association for solid waste – “Teenim” site.

In addition, we provide consultation to many companies and organizations dealing in environmental issues: the solar company “Doral”, dealing in the production of solar energy; Tire cycling and energy renewal companies; leading infrastructure companies, including IEI, dealing in the production of oil out of oil splitters; the largest environmental infrastructure company in Israel – the green path – Shtang; TCT company dealing in cleaning contaminated land as well as other additional companies.

Exemplary works in the field of environment and infrastructure:

- Saying goodbye to the sludge – establishing the facility for the incineration of the Dan region wastewater treatment plant (“shafdan”) sludge (2005 – present day);
- The “Green now” campaign of the environmental organizations towards the local elections (2008);
- The branding campaign of the Hiriya recycling park (2004 – present day);
- The campaign for the construction the “Ariel Sharon Park” (2003-2009);
- The image campaign of the “teenim” landfill – the green begins with Teenim (2010 – present day).

Education – Spot PR is responsible for providing media consulting services to a variety of second to none educational institutions in Israel.

Spot PR consults to different organizations in the field of education in Israel. Our team specializes in providing media consultation to a variety of educational organizations, such as organizations relating to the council of higher education, preschool education organizations, and even organizations responsible for educating employees in Israel.

Among our clients, are: the Academic College in Ashkelon – the first community college in Israel; two of the leading organizations dealing with adult education: the College of Management – one of the largest educational institutions in Israel, and the Associations for professional and social advancement of the Union of Clerks, Administrative Public Service Employees (“UCAPSE”), that offers courses and advanced studied to over 100,000 employees of local authorities and various organizations throughout the country. Furthermore, we consult to the preschool association in the Modiin region, operating over 15 daycares, and is the only preschool network operating projects aimed at locating and identifying children with developmental and functional difficulties.

Exemplary works in the field of education:

- The student association’s campaign for the reduction in tuition (2007);
- Cultural events of the student association of Tel Aviv University (2007 – present day);

- Events of the associations for professional advancement of the Union of Clerks, Administrative Public Service Employees (“UCAPSE”) organization (2007 – present day);
- The “Cathedral” events in the Academic College in Ashkelon (2011 – present day).

Tourism and events – Spot PR is vastly experienced in media management of large scale events.

Throughout the years, we have been accompanying a long line of public and private local and international leading organizations, active in tourism and leisure.

Spot PR consults a variety of events of the Jerusalem Development Authority; the municipality of Jerusalem; the center for environmental education of the Hiriya recycling park; the Dan Region Association for Environmental Infrastructure (“IGUDAN”) visitors center; cultural events of the “Neches” company; the new Andalusian orchestra; events of the international convention center in the Academic College in Ashkelon; Ganei Yehoshua company; Ariel Sharon park company, the Jewish Agency for Israel and others.

Spot PR also advises clients from the touristic sector, such as, the touristic activity of the Jerusalem Development Authority; Shichor World Content company; guest houses of the Doral group for tourism and vacation; and the “live tickets” online ticket purchasing website.

Exemplary works in the field of tourism and events:

- Events of the Jerusalem Development Authority (2010 – present day);
- Worthy citizen of Jerusalem ceremony (2010);
- Launching the new series of guides of the Shichor publishing (2010);
- Grand opening events of the “Shanti in the desert” home, with participation of the president, the Minister of social affairs and social services, the businesswoman Shari Arison and others (2010);
- Ganei Yehoshua Park events (2003 – 2009);
- 75 years celebration to “Kfar Yona” (2008);
- Events of the Jewish agency for Israel in the North and South, in Tel Aviv and Ramat Gan (2006-2008);

- The events of the inauguration of the Ariel Sharon Park, with the participation of the President, the Prime Minister, Ted Turner - the founder of CNN network and others (2007);
- Holiday events in the Dan region wastewater treatment plant (“shafdan”) visitors center (2005 – present day);
- Events of the Hiriya recycling park (2002 – present day);

Commerce and business – Spot PR provides consultation to a long line of companies and leading business organizations in various fields, including representing those organizations in front of the financial media.

The Spot PR team is highly experienced in working with all of the mediums in the financial media, a fact which comes into play in rapid and focused responses to the needs of the companies we work with.

The leading online ticket purchasing website “Live tickets” and the website of the business sector suppliers “Business City”, are just some of the business clients which we provide services to. Another highly developed aspect of business services we provide, is the business consulting – Spot PR provides communications consulting to a long line of organizations and persons in the business field, for example, Alon Gal’s “tut” school and more.

Culture – Spot PR has lengthy experience in providing broad communication platforms to high scale cross-country and international cultural events.

On many occasions, clients from different fields produce assorted cultural events, to which our team can fully address. Furthermore, we consult to a variety of companies and organizations in the cultural sphere, such as: Shaham (Israel’s actors association), Glitz school of photography and more.

Exemplary works in the field of culture:

- Cultural events of the student association, Tel Aviv University (2007 – present day);
- The “Cathedral” events in the Academic College in Ashkelon (2011 – present day).

- Glitz's sixth annual photography convention (2011);
- The first ever opera festival in Jerusalem (2011).

Municipal field.