

MKpr Projecten, Marieke Klosters, (www.mkpr.nl) co-ordinates and organizes public relations projects and specializes in media contacts. She is active as an independent consultant for more than 20 years and works on a free lance basis as well as on long term project assignments. She is an experienced generalist in public relations and marketing communications. Over her career she has been working for a wide variety of clients and on many different kind of assignments. Projects are basically consumer oriented, often dealing with luxury lifestyle issues, hospitality and food, arts and culture, and include business-to-business projects as well. Marieke has a broad network of media and communications professionals, leading journalists, influentials; opinion leaders and business professionals. Masters traditional and social media equally. MKpr Projecten brings in /cooperates with professional partners if the assignment requires.

Current clients in travel/tourism/hospitality industry include: Hilton Hotel Amsterdam (since 1994), Waldorf Astoria Amsterdam, Hilton Hotels Netherlands, Sandton Hotels (Dutch based hotel collection founded in 2004). **Current other clients a/o:** Stichting ArtZuid (cultural association organizing bi-annual open air sculpture exhibition Amsterdam), Tulp Festival Amsterdam (yearly flower show), PAN Amsterdam (yearly arts, antiques & design fair).

Projects/activities involve a/o.: strategic consultancy, executive pr, project management, organisation (press) presentations, conference and hospitality events; establishing and maintaining media relations/press contacts; acting as spokeswoman; text writing (speeches, press releases, editorial articles); marketing communications; social media; media training.

Recent and current projects/activities include: pre opening & opening Press activities new Hilton Amsterdam Airport Schiphol (2015-2016); opening and post opening PR /Press activities / Press trips Waldorf Astoria Amsterdam and culinary Press events 2-Michelinstar Restaurant Librije's Zusje (since 2014); PR Manager PAN Amsterdam 2016 (June – December 2016); Communications manager Tulp Festival (2017); Communications manager sculpture route ARTZUID 2017; PR / Press activities Hilton Haringparty (biggest yearly networking event Hilton Amsterdam); Press activities Stichting Hart voor het Vondelpark.

Back ground

Marieke Klosters started her professional career as a promoter in the book trade. After that she started working at the leading Dutch Exhibition and Congress Centre, Amsterdam RAI. For nearly six years she was active in the world of international trade fairs, consumer exhibitions and conferences. It was here that she built up an extensive professional network and a wide range of press contacts. Following an exciting period as senior consultant at an international public relations agency, responsible for 'triple A' brands, she decided to establish her own PR agency in 1993.

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