



MKpr Projecten, Marieke Klosters, (mkpr.nl) co-ordinates and organizes public relations projects and specializes in media contacts. She founded her PR agency in 1993 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 assignments. Projects are basically consumer oriented, mostly concerning lifestyle matters, hospitality and food, arts and culture, but also include business-to-business projects. Marieke has a broad network consisting of media and communications professionals, leading journalists, news agencies, influencers; opinion leaders and business professionals. She masters traditional print and on line (social) media equally. If required for the assignment, MKpr Projecten is able to bring in her professional partner network.

Projects/activities involve a/o.: strategic consultancy, executive pr, organization (press) presentations and hospitality events; establishing and maintaining media relations/press contacts; acting as spokeswoman; text writing (press releases, editorial articles, content creation, storytelling, speeches); media training.

Recent clients include: Hilton Hotel Amsterdam (since 1994), Waldorf Astoria Amsterdam (established 2014), Stichting ArtZuid (cultural association organizing open air Amsterdam Sculpture Biennial ARTZUID; Tulp Festival Amsterdam (yearly tulip show throughout the city of Amsterdam during April; Koninklijke Industriële Groote Club (business club), Italian Cultural Institute Amsterdam; Italian Chamber of Commerce; Zigzag, gespecialiseerde kindzorg (child care), Shepard Fox Communications Switzerland (for European Patent Office).

Current/Recent projects/activities include: Communications manager Tulp Festival Amsterdam (www.tulpfestival.com); Pro deo on line marketing campaign Welkom terug in Nederland (www.welkomterugin.nl); Agent Dutch market for Shepard Fox Communications (EPO related); Book production Peter Rommers Couture; Communications manager Amsterdam Sculpture Biennial ARTZUID (www.artzuid.nl); PR Consultant and Press relations manager Waldorf Astoria Amsterdam; Hilton Amsterdam; Communications manager/press coordinator Fare Cinema Amsterdam for Italian Cultural Institute. Advice Influencer marketing for Italian Chamber of Commerce.

Previous special projects a.o.: Interim Press officer De Balie – debating centre Amsterdam; Communications Launch interior design products Roelfien Vos; Re-opening event Koninklijke Industriële Groote Club Amsterdam; PR Manager Arts & Antique Show PAN Amsterdam 2016; 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 (now Spectrum**), Goldfinch Brasserie, Guerlain Spa (since 2014).

Back ground

Marieke Klosters started her professional career as a promoter in the book trade. After five years working at CPNB she became press officer at the leading Dutch Exhibition and Congress Centre, Amsterdam RAI. For nearly six years she was active in the world of international conferences, trade fairs and consumer exhibitions. It was here that she got experienced in PR for businesses of any kind. Also in this period she built up an extensive professional network and a wide range of press contacts, which she has been maintaining ever since. Following an exciting period as senior consultant, responsible for 'triple A' brands, at an international public relations agency, she established her own PR agency in 1993.