



PRESENTATION 2019

ABOUT US

Minerbi/Silveira Comunicación Corporativa was founded in Buenos Aires, Argentina, in 1995 by Guido E. Minerbi, Carmen L. Silveira and Jorge F. S. Silveira, capitalizing their wide professional experience in multinational corporations in Argentina, Latin America, the United States and the European Union.

The consultancy works today for a prestigious and diversified portfolio of local, regional and international clients.

OUR EXPERIENCE

Minerbi/Silveira is a consultancy specialized in Corporate Communications, Public Relations, Marketing, Executive Training and Media Relations, covering not only the Argentine market but also the main LatAm markets, both Spanish- and Portuguese-speaking, the United States and Western Europe, through its network of colleague consultancies.

In addition, we develop contents and courses for universities as well as for prestigious media dealing with Economy, Business, Culture, Tourism and Leisure.



SERVICES

- Public Affairs
- Business to Business (B2B)
- Training
- Internal Communications
- Events, Conventions and Congresses
- Generation of Institutional, Journalistic and Educational Contents
- Marketing and Market Research
- Media Relations
- Crisis Preparedness and Management
- Public Relations
- Sustainability and Corporate Social Responsibility

INDUSTRIES

- Food & Beverage
- Mass Consumption
- Energy
- Financial Institutions
- Pharmaceutical
- Non-profit Organizations & NGOs
- Technology
- Leisure
- Tourism, Cruises, Airlines
- Universities



TRAINING

Minerbi/Silveira offers a wide array of customized in-company courses, developed and adapted to suit each client's requirements, designed for immediate, practical application.

Our courses -interactive and dynamic, taught either in Spanish, English or Portuguese- are aimed at Middle and Senior Management, as well as to specific publics such as Call Centers and Customer Care:

- Customer Care
- Internal Communications & Millennials
- Intergenerational Conducts in Today's Companies
- Development of Managerial Skills
- Effective Speaking
- Effective Presentations
- Media Relations
- Leadership and Communications
- Teamwork and Development of Creative Tools for Crisis Situations
- Teamwork and Techniques for Sales Trainers



EXPERIENCE WITH



CONTACT

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