

## Knobel News

[Pictures 20-year company anniversary 2 May 2007](#)

[www.knobel.ch](http://www.knobel.ch)

Exclusive Swiss Associate of  
**HILL & KNOWLTON**

ICCO Certified Agency



**"Another newsletter – what for this time?" some of you may think. Don't worry! We won't be using this new means of communication regularly but only when we really have something to say. This first edition is dedicated to the 20-year company anniversary. We hope you enjoy the read!**

Is twenty years a short time or a long time? Ultimately, it is only a matter of perspective. In the young and turbulent PR industry it is an impressive proof of performance to have successfully managed an agency under the same identity and brand name – Dr. Peter P. Knobel AG Public Relations Consultants – for so long and to have developed it into one of the defining Swiss agencies within two decades. In Switzerland, there are only ten agencies which have reached the 20-year mark so far. We are delighted and proud to be one of these few. Our achievements are thanks to our customers, our partners and particularly our staff. Today we are the 7<sup>th</sup> largest agency in Switzerland and the largest classic PR agency between Zurich and Berne.

This newsletter will not be wasted on reminiscing on the last twenty years, even though we could tell many funny, strange, tragic or uplifting stories. Rather, it is to say thank you, to awaken memories of the wonderful anniversary party and to show those who were not able to attend what they missed.

### **Thank you**

First of all, we would like to thank our valued customers who challenge us again and again to give our best. Our thanks also go to our graphic designers, translators, proofreaders, printers and many other partners with whom we have been closely working over the past two decades. We are particularly grateful that we are all battling for the same team. Our thanks extend to that amazingly large group of journalists and editors from daily, business, public and trade media who appreciate our role in the day to day world of media and are inspired by the stories we provide. Last but not least, the founder of the agency also thanks his team, without which Dr. Peter P. Knobel AG would not be where it is today. The team's competency, dedication and creativity are what have made the agency's reputation. This is why the anniversary party was a celebration of the team's accomplishments too.

By their presence, our official guests made it clear that our work is appreciated in the public arena. The over a hundred guests from Switzerland and abroad who enjoyed our fantastic anniversary party in the Chollerhalle in Zug on 2 May 2007 included Joachim Eder, Landammann of Zug, Dolfi Müller, the Mayor of Zug, Dr. Gianni Bomio of the Department of Economic Affairs of the canton of Zug, Markus Niederhäuser from the Institute of Applied Media Science (IAM) at the Zurich University of Applied Sciences Winterthur and Cyril Meier, member of the board of the HWZ (University of Applied Sciences Zurich).

### **The Society of the Future – the Communication of the Future**

In keeping with the motto "An inspiring evening for your mind, soul, ears and taste", Dr. Hugo Büttler, longstanding chief editor for the NZZ, kicked off the evening with a panel discussion. Futurologist George T. Roos, Nadja Schnetzler from the idea factory BrainStore, advertiser of the year Peter Felser and PR agency founder Peter P. Knobel debated the issue as to which major social trends would significantly change corporate communications. Nadja Schnetzler's provocative assertion was that society – and with it communication – was becoming more feminine. She claimed that men would quickly learn how to fight women with their own weapons. Peter Felser was no less vehement in his belief that society would only change slowly and in a way that was hardly noticeable but that it would get increasingly fragmented. He continued that target groups and stakeholders would become more sectorized, which would, in certain cases, complicate effective communication to such groups. In addition, he stated that communication would become more and more optional and that unexpected communications ideas would, all the more, be in particular demand in the future. Futurologist George T. Roos stirred up the discussion with his argument that aesthetics seemed to be taking over from morals. An even more controversial statement of his was that the mental horizon no longer had any boundaries. Thus, home for most people was no

longer bound to a place but could be found within the "family" circle or whatever modern people consider to be family. Peter P. Knobel said that he understood that the decisive change in society and for individuals would be the fact that having time to do what they wanted and when they pleased would become the most important luxury for mankind. In this context, he described quality of life as the individuals' ability to escape from PR and advertising messages whenever they do not feel like receiving such information. Dr. Hugo Bütler was able to confidently guide us through these theories and maintain the momentum of an inspirational discussion. A real treat for the intellect!

#### **Gently Guiding the Audience Back to a Sense of Amazement**

It is not surprising that there was a lot to talk during the lavish aperitif that followed. Many of the guests did not tire in pointing out how they would have been happy to listen to the panel discussion for a further hour. As darkness fell, Horta Van Hoya, Flemish actress, paper performer and sculptress, stepped onto the black stage in the adjoining room. With a lot of emotion, subtle humor, her mischievous manner and aptitude for spinning tales and her magic hand, she created her "stories of faces for peace" before an audience as quiet as mice. What she defined as being a creative adventure, was, in fact, the creation of a fairytale world in which many of the guests rediscovered a lost talent – their sense of amazement. She ripped sheet upon sheet from a large roll of paper and nimbly formed heads and figures which seemed to come to life. Some fell in love with each other or even with the artist herself. During the captivating performance a magical, rapidly-growing family of figures developed. The artist's charm, her agility and the enchanting dialogues of the created figures were a pleasure for the soul. With sensitivity, she showed the audience that life is not only made up of the intellect but that food for the soul is just as important.

#### **The Golden Voice from London**

The applause seemed like it would never end as encore after encore followed until it became dark once more and jazzy rhythms from the neighboring room allured to a top-class stand-up dinner. On stage was the jazz formation "Four for the Blues", consisting of piano, contrabass, a tenor saxophone and the golden voice of the black singer Janet Dawkins who was flown in from London especially for this evening. Her goose bump-provoking voice was a real treat for the ears, as the attractive black jazz diva performed her brilliant interpretations of well known and still popular jazz, swing, bossa nova and blues standards and ballads.

The guests received a white, long-stemmed rose as a farewell gift. Gratitude for a wonderful evening was clearly visible on over one hundred faces. What more could we want? The snap shots from our celebrity photographer document our obvious success in offering our guests a classy evening in good company. Do enjoy your browsing!

## Contact

#### **Dr. Peter P. Knobel AG**

Public Relations Consultants BPRA  
Hill & Knowlton's Exclusive Swiss Associate  
Industriestrasse 49  
Postfach 2358  
CH-6302 Zug

Telefon: +41 (0)41 768 99 33  
Fax: +41 (0)41 768 99 30  
E-Mail: [knobel@knobel.ch](mailto:knobel@knobel.ch)