

**Excellent: Drees & Sommer wins Germany's most important media prize for internal communication**



*Angelika Balz, Kathrin Schorn and Marina Leitz (from left to right) accepted the coveted Inkometa Awards for Drees & Sommer in Berlin.*

**Stuttgart, September 29, 2020. Drees & Sommer SE celebrated a double victory at this year's Inkometa Gala on September 23. With its employee magazine "Durchblick", the consulting company specializing in construction and real estate prevailed against well-known competitors in the categories "Best of Class Media" and "Best E-Employee Magazine". Other awards went to Deutsche Bahn Fernverkehr, Merck, Zeiss, Festo, Robert Bosch and Audi, among others. Apart from Drees & Sommer, only Deutsche Post DHL received an award in two categories.**

Drees & Sommer received special recognition for its coherent overall concept of information transfer and emotional closeness to employees, as well as for the successful dovetailing of print and digital editions. The jury also praised the varied content and excellent user guidance of the e-magazine.

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## Media Release

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Sandra Brand, Head of Corporate Communications at Drees & Sommer, is confirmed in her strategy: "In contrast to many other large companies, we handle our internal communications and therefore also the 'overview' completely in-house. We do not commission external publishers from large media houses for this. Although this means that we have significantly less manpower than others, we can catch up - not to say overtake them - thanks to our close proximity to the company, the know-how we have built up over decades and a highly professional creative team. The two Inkometa Awards strengthen our understanding of this contemporary communication.

The "Durchblick" graphically speaks a very young, loud and design-oriented language. In terms of content, it places Drees & Sommer Group employees at the center of each issue. The topics are strategically planned by Corporate Communications and - after targeted consultation with colleagues - the submitted content is implemented editorially. Page by page, the review thus provides real insights into the work of the company, conveys interesting news from the various locations and reflects the motivation of the employees - both professionally and privately. Strategic messages from the Executive Board are just as much a fixed component as expert interviews on new specialist topics. All elements are sensibly coordinated. In addition, each issue focuses on a specific topic, such as the shared corporate vision, digitization, sustainability or - most recently - a review of 50 years of successful corporate history. "With our employee magazine, we not only want to inform about current trend topics, but also communicate common values and our so human and important Dresos spirit. As Drees & Sommer we have innovation and the joy of it in our DNA. We are delighted that the jury has now honored us for this in our communications, and it gives us further encouragement," Brand continues.

### **About the award:**

With INKOMETA, the SCM School for Communication and Management presents awards for successful internal corporate communication for the third time. Companies from all over Germany could apply with their work for awards in five different categories: Strategy, Media, Intranet & Digital Workplace as well as Campaigns and Special Awards. The competition was open to companies, organizations and agencies from German-speaking countries with projects that have been finalized or conceptualized since 2018 or 2019. The submitted projects are evaluated in a two-stage jury process.

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## ***Drees & Sommer: Your Innovative Partner for Consulting, Planning, Construction and Operation***

*The leading European consulting, planning and project management enterprise, Drees & Sommer has supported private and public clients and investors for 50 years in all aspects of real estate and infrastructure – both analog and digital. Through future-oriented consulting, the enterprise can offer solutions for successful buildings, high-return portfolios, powerful infrastructure and livable cities. The company's 3,700 employees in 43 locations around the world work in interdisciplinary teams to provide support for clients from a wide variety of sectors. All the services provided by the partner-run company take into consideration both economic and ecological concerns. Drees & Sommer calls this holistic approach 'the blue way'.*

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