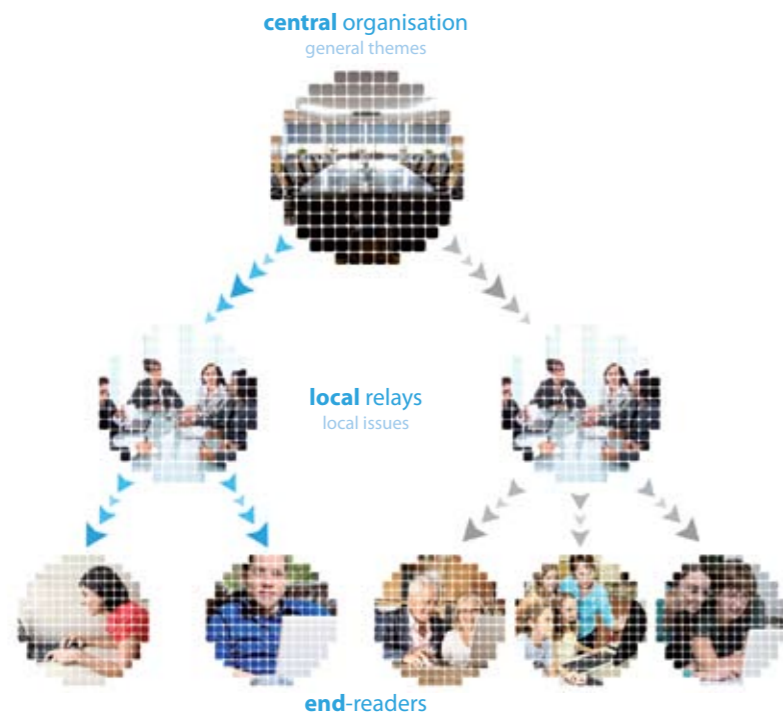


Improved e-Communication for Multi-level Organisations

Through its perfect blend of central themes and local issues, Nomad mailer is an ideal online communication tool for multi-level organisations such as :

- ▶ International institutions
- ▶ Large corporations
- ▶ Local administrations
- ▶ Political parties and unions
- ▶ Sport federations
- ▶ Franchisers



Case Study : European Institutions

The European Economic and Social Committee (EESC) is a bridge between the European Institutions and Organised Civil Society towards which it communicates European decisions through the intermediary of 344 members, themselves in contact with a multitude of networks and representatives.

In the context of updating its communication policy, the EESC entrusted Nomad with a **project for creating and sending e-newsletters** known as “e-bridge”.

Nowadays, Nomad allows customisation of an “e-bridge” for each of the **344 members, in all 23 European languages.**

Doing so, the tool offers **unique functionalities** enabling information to be disseminated through local networks.



A model of good practice praised in the EC Official Journal

Published under the title :

OPINION of the European Economic and Social Committee (EESC) on **Reconciling the National and European Dimensions of Communicating Europe** (by Beatrice Quin)

Excerpt :

« **Communication should be aimed at an audience of multipliers specialising in particular fields. In that sense, the EESC’s initiative of electronic « e-bridge » newsletters tailored to each member and targeted at multipliers is a model of good practice** ».

nomadmailer
multi-level e-newsletter generation



“ Captivate your Target Audience with Tailored Information ! ”

nomadmailer
multi-level e-newsletter generation

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Think Global,
Communicate Local !

In Tune with Communication Best Practices

Nomad, is a multi-level/multi-user/multi-language e-newsletter generation tool specially created to build e-newsletters blending central and local inputs.

Nowadays, efficient organisations, whether in the public or private sectors, go through a network of local relays to communicate with end-users.

Relying on these local relays allows central organisations to enhance a sense of proximity while providing end-readers with accurate and perfectly tailored information.

© Nomad is an application developed by Blue4You Interactive.

About Blue4You






Blue4You is a trend-setting interactive communication company located in Brussels. "Fine Art in Web Technologies" is what it stands for.

Powered by the combination of 3 essential skills : Strategy, Innovation and Technology, Blue4You develops rich customer-tailored communication tools and value-adding applications delivering strong results to an increasing range of leading institutional and corporate customers.

For more information : www.blue4you.com

Indulge Yourself in a World of Optimized Intuitivity

Nomad is a fully interactive tool that will allow you to:

- Create**  **Create tailored eye-catching html newsletters** through a very intuitive editor
- Share**  **Share these with your local relays** allowing them to modify the contents and images
- Manage**  **Manage the local relays and their lists of subscribers** through one single interface
- Send**  **Send, on the fly, all versions** of your newsletters using the built-in mailing tool
- Enrich**  **Enrich your communication** with add-ons such as statistics, polls, thematic forums or comments ...

Empower your Network e-Communication

The tool allows for the generation of html e-newsletters which are split in different zones :



In the example above :

- ▶ **Zone 1** is allocated to the central organisation in order to communicate on **general themes**.
- ▶ **Zone 2** is available for all **local relays** to address their **own issues**. This can either be done in the same language as the general themes or in **any other language**.
- ▶ **Zone 3** allows for a **personalized introductory text** by the local relay.



“ Fully Customized Graphical Features, Structure, Languages and Functionalities. ”

A made-to-measure approach:



nomadmailer
multi-level e-newsletter generation