

Appendix B
Overview of interviewed companies and agencies

Companies

<i>Company</i>	Volkswagen de México, Corporate Communication
<i>Branch</i>	Automotive
<i>Employees</i>	~15000
<i>Location</i>	Puebla (Headquarters: Wolfsburg, Germany)
<i>Address</i>	Autopista Mexico Puebla km.116 Cuautlancingo, Puebla CP 72700 Mexico
<i>Types of event organized</i>	Sponsorships (cultural, sports) Company-created events (social responsibility etc.)
<i>Interview respondents</i>	Maria Eugenia Larracilla Huerta (<i>Event organizer</i>) Luis Miguel Briones Estrada (<i>Head of press, internal communication and cultural sponsorships</i>)
<i>Contact</i>	Luis.briones@vw.com.mx maria.larracilla@vw.com.mx www.vw.com.mx
<i>Interview date;setting</i>	26 November, 2008; Puebla

<i>Company</i>	Volkswagen de México, Brand Communication
<i>Branch</i>	Automotive
<i>Employees</i>	~15000
<i>Location</i>	Puebla (Headquarters: Wolfsburg, Germany)
<i>Address</i>	Cerrada Fresnos s/n Nave 2B/C Área comercial Parque Industrial FINSA, C.P. 72710 México, Puebla, Pue.
<i>Types of event organized</i>	Events targeted to... ...the press (presentation of new technologies, products etc.) ...clients (product launches etc.) ...prospects (test drives etc.) ...the public (social responsibility, sponsorships) ...the government (promotion of industry)
<i>Interview respondent and functions</i>	Jorge Rodriguez Martínez (<i>Head of Marketing</i>) Juan Pablo Gomez MacFarland (<i>Person in charge for events and promotions</i>)

<i>Contact</i>	Tel. +52 (222) 230-8565 Tel. Jorge.rodriquez@vw.com.mx www.vw.com.mx	+52 (222) 230 7539 Juan2.gomez@vw.com.mx
<i>Interview date; setting</i>	16 January, 2009; Puebla	

<i>Company</i>	Seat de México
<i>Branch</i>	Automotive
<i>Employees</i>	Total: 11000
<i>Location</i>	Puebla (headquarters: Barcelona, Spain)
<i>Address</i>	Cerrada Fresnos s/n Nave 2B Sanctorum Parque Industrial FINSA, C.P. 72710 México, Puebla, Pue.
<i>Types of event organized</i>	Product launches, press conferences, test drives, trade fairs, sponsorships etc.
<i>Interview respondent and function</i>	Juan Felipe Astorga Burad (<i>Event organizer</i>)
<i>Contact</i>	Tel. +52 222 230 65 46 juan.astorga@seat-mexico.com.mx www.seat.com.mx
<i>Interview date; setting</i>	23 January 2009; Puebla

<i>Company</i>	Audi de México
<i>Branch</i>	Automotive
<i>Employees</i>	Total: 53 000 (2007)
<i>Location</i>	Mexico City (headquarters: Ingolstadt, Germany)
<i>Address</i>	Rubén Darío 281, 102 PB Col. Bosque de Chapultepec, 11580 México, D. F
<i>Types of event organized</i>	Product launches, other company-created events, events for the press, events for dealers
<i>Interview respondent and function</i>	Lucía Carreón García (<i>Head of Communications</i>)
<i>Contact</i>	Tel.: +52 (555) 280 - 1873 lucia.carreon@audi.com.mx www.audi.com.mx
<i>Interview date; setting</i>	9 February 2009; Puebla

<i>Company</i>	Porsche de México
<i>Branch</i>	Automotive
<i>Employees</i>	Total: 15
<i>Location</i>	Puebla (importer VWM, Porsche AG headquarters: Stuttgart, Germany)
<i>Address</i>	Km. 117 Autopista México-Puebla. Cerrada Fresnos Nave 2BC. Parque Industrial FINSA. Cauatlancingo, Puebla. C.P. 72010
<i>Types of event organized</i>	Marketing: Porsche Sport Driving School (twice a year) Porsche Parade (once a year) SIAM (Salon Internacional de Automoviles, every two years) Porsche World Road Show (every two/three years) Porsche Roadtours (various) Porsche Club PR: Press events Launches Articles
<i>Interview respondent and function</i>	<i>Head of communications</i>
<i>Contact</i>	Tel. +52 222 230 0 info@porsche.com.mx www.porsche.com.mx
<i>Interview date; setting</i>	16 January, 2009; Puebla