

Briefing for interviewees

You've gotten a request for an interview through a partner or directly from us. The article will be published on [NiederlandeNachrichten.de](https://www.niederlandennachrichten.de), [ActusPaysBas.fr](https://www.actuspaysbas.fr) or [Duitslandnieuws.nl](https://www.duitslandnieuws.nl).

What now?

Who is To Them?

To Them is a boutique content and storytelling agency (7 team members), active since 2013 in the Netherlands, Germany, France, and Belgium (Brussels). We work with government bodies, industry associations, and regional investment agencies. We produce content in Dutch, German, and French, with a focus on SEO optimization, video production, social media, and copywriting. Our own platforms include [NiederlandeNachrichten.de](https://www.niederlandennachrichten.de), [ActusPaysBas.fr](https://www.actuspaysbas.fr), and [Duitslandnieuws.nl](https://www.duitslandnieuws.nl).

How does the collaboration work?

Partners purchase credits at *To Them* to support campaigns. Based on partner input, *To Them* arranges interviews around desired themes. With our experience, knowledge, and network, we create the right publications together. This structured approach also allows for ad hoc deployment.

Who are the target audiences of the platforms?

Our audience consists of policymakers, governments, industry organizations, and regional trade and investment agencies. We also reach cross-border audiences in the Netherlands, Germany, and France who follow policy and high-tech innovations.

What is the impact of a publication on the audience?

Publications make policy, tech, and innovation visible, keeping audiences up to date with relevant developments. Effects include: visibility, short- and long-term reputation building, and stakeholder network development.

What exactly is expected of me?

- Make time for a conversation
- Add your perspective to policy content or campaign messages
- Participate in interviews or recordings (video/audio)
- Provide feedback on scripts, drafts, and texts

- Help distribute the publications

🕒 How much time does it take?

- Reviewing the questionnaire and gathering internal insights (30 minutes)
- Interview per country (30 minutes)
- Forwarding publication internally for review or feedback (15 minutes)
- Sharing the publication with colleagues and your network (15 minutes)

In total: 1.5 to 2 hours over the course of a month.

📈 What's in it for me?

- A high-authority link on a trusted platform in Germany and/or France
- Permanent visibility with an audience you usually meet once a year
- Strong ranking on your topic in search engines and generative AI tools
- Invitations from German and French event organizers as a speaker
- Publication on social media channels such as LinkedIn
- Permanent visibility of the link, available as a reference for external media
- A useful link for new international contacts to show what you're working on
- Your organization can highlight international exposure outside its own channels
- Content in Dutch is freely available for your own organization


🧠 Who checks the content before publication?

To Them **always** coordinates content reviews before going live.

🚀 What increases the chance of success?

- Share the publication widely with your network and colleagues
- Email the article link to your network and colleagues

- Comment on the LinkedIn post or tag colleagues
- Share the link with your own marketing team
- Translate the text and publish it in Dutch on your website with a link to the original in Germany or France
- Include your publication in presentations or talks abroad

 Summary

To Them specializes in European policy, tech, and innovation content. Collaboration is built on clear briefings, local input, high-quality content creation, and targeted distribution. Together, we ensure maximum visibility. *To Them* together.

Contact us for more information info@tothem.co or the editor of one of our platforms directly.