



Mag. Wolfgang Altmüller

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EDUCATION

1991 - 1997	Journalism & Communication Studies at the University of Salzburg , Univ.- Prof. DDr. Benno Signitzer, scientific study: "The PR landscape in France," cooperation with the Institut de lettre "Sorbonne University, Paris Degree: Master of Philosophy
1995	Completion of community service, 11 months, elderly care
1986 - 1990	Business Administration in Linz
1980 - 1986	Higher College for tourism professionals in Bad Ischl,

PROFESSIONAL ACTIVITIES

2001 – to date	“Airporthotel Salzburg“ Web marketing, design and supervision of the homepage Press release, journalist support Development and implementation of all organizational communications, building a corporate identity, public relations, customer service Creating and designing public relations and advertising materials: newsletters, flyers, brochures, ads (layout & text)
1999 – to date	„Institut für Verhaltenstherapie“ State-approved training facility in behaviour and cognitive Therapy Web marketing, creation of the homepage, Press release, journalist support
1995 – 2001	“Salzburger Hoteliers aktiv” Lobbying organization and special interest group of the Salzburg hotel firms and tourism organisations Development and implementation of all organizational communication: organizational development to the newsletter, trend analysis, interviews, planning and implementation of PR campaigns, lobbying, press releases and press conferences
1995 – 1997	“Salzburg City Ring” Lobbying organization and special interest group of the Salzburg Merchants and Business Organisations Responsible for administration, lobbying and public relations Analysis of "City marketing in Germany", preparation of a basic concept of "city marketing"
1992 – 1995	PR-Agency „Altmüller & Weinzierl“ Development and implementation of PR concepts for tourism organizations, including media planning and press support for tourism businesses, Organization of events, including media support, charity events,