

case study

industry: events



emmett & smith
integrated public relations



task

- To generate opportunities for SPS to lead industry debate
- To raise brand awareness
- To secure quality feature length coverage
- To establish client as an authority in the AV rental and production industry



approach

Emmett & Smith deployed its Campaign Planning and Expert Implementation services to ensure message synergy and effective budget utilisation. The Campaign Plan includes:

- Guru-creation programme
- Editorial PR programme
- Strategic networking series
- Pro-active media relations



result

Our Headline Planning and Media Relations services enabled the client to command greater authority during an intensive acquisition trail as it set about reshaping the way in which its audiences buys and sources meeting, conference and staging services:

- Regular by-lined feature articles in core press
- Networking event attended by 10 industry experts
- Improved communication between SPS and its customers
- SPS positioned in core magazines as leading industry debate on key issues



verdict

“Emmett & Smith has firmly established SPS as an expert staging consultant and AV supplier in the live events field. We have enjoyed the benefit of a long term relationship with Emmett & Smith and the result has been consistent, good quality media coverage.”

- Communications strategy development
- Campaign planning
- Exemplary implementation

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