

case study

industry: energy



task

- To promote Alstom as the premier supplier of energy products
- To position Alstom as an impartial advisor on energy infrastructure policy
- To produce embryonic 'state of the nation' briefing speeches for the UK Country President to deliver to political and wider stakeholder audiences
- To educate audiences on energy issues of the day, explain the factors hampering progress and to introduce the range of possible solutions and technical developments into the future



approach

- Desk research in the form of internet and news research was undertaken to secure accurate and fact based background information and context; supplementing Emmett & Smith's extensive knowledge in this sector
- Interviews with Subject Matter Experts to refine content, secure preferred structure and thought process
- Drafts submitted prior to detailed review and development
- Face to face meetings with the speaker to ensure style, content and tone was in line with the individual's personal preferences



result

- Three speeches were developed, a 20 minute version as well as two 12 minute edits for a lunch and dinner delivery
- The speech provided a thorough briefing that would inform and engage the critical attending stakeholders
- Facts that exploded common myths and equipped the guests with interesting facts which they could pass on to colleagues were woven in to the speech



verdict

"Emmett & Smith deployed a senior team to work on this important project which needed rapid turn around. Their knowledge of the sector, familiarity with the company and close understanding of the speaker resulted in a piece of work which clearly and accurately summarised the energy issues of the day. A logical, well argued and broad ranging briefing, the speech will form the first of a platform to be used to inform and educate our stakeholders of the critical issues we face today. The briefing received recognition and plaudits from the Energy Minister."

- Communications strategy development
- Campaign planning
- Exemplary implementation

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