Mistral
winds of change

Case Study

British Potato Council – British Potato 2007

Introduction

The British Potato Council (BPC) hosts a biannual event dedicated to the potato industry, held in Harrogate. Mistral was asked to provide the public relations for British Potato 2007 including pre-event press work and running the press room at the event.

Objective

The prime target audience for British Potato 2007 was BPC levy payers, with particular emphasis on grower attendance. The BPC is funded through a statutory levy on 3,400 potato growers and potato purchasers. The objective was to raise grower area represented at BP2007 to 35% (BP2005 22%).

Strategy

Mistrals first task was to develop and agree the key messages. Mistral attended six monthly BPC planning meetings prior to the event and at each presented the tasks achieved together with a forward plan for coverage and concepts.

Mistral worked with the media partner ensuring copy, coverage and images were supplied which featured the trade show, conference and seminars.

Mistral also targeted key regional, national and international publications. A rolling media schedule was developed with the issue, diary notes, articles, etc to meet their specific requirements and maximise pre-event coverage opportunities.

Mistral advised the BPC on the use of SMS, fax and direct mail, website and internal publications to ensure the event was well signposted. Copy was also provided to supply chain partners for newsletters or websites that promoted the event ensuring a build-up of coverage through this channel.

Mistral invited key journalists to BP2007 and ensured they had appropriate pre-event literature and information to encourage attendance. An up-to-date invite list was maintained with areas of interest, to ensure BPC staff achieved maximum benefit from press attending the event.

During the event two members of Mistral staff ran the press room – one specifically involved in knowledge transfer activities and the other looking after press at BP2007. This included management of press releases, press packs and co-ordination of key journalists.

A press diary was distributed to key media in the run up to the event and was displayed in the press room, highlighting the seminar and conference programme timings, industry dinner as well as any other press events organised by BPC staff or other exhibitors.

Results

Attendance over the two days was up, with 3,500 attending the first day alone. The event was hailed by exhibitors as one of the best the industry has ever witnessed.