Mistral
winds of change

Case Study

Faversham House Group – media relations for Sustainabilitylive!

Introduction

Mistral has been appointed by Faversham House Group for three consecutive years to manage the media relations and publicity for Sustainabilitylive! the UK's biggest event for excellence and innovation in the environment, energy, land and water sectors. This includes running the press office during the event and providing review releases to the media.

Objective

The primary commercial objective is to increase the numbers of visitors to the events which make up Sustainabilitylive! From the communications perspective, the main objectives are to raise awareness of the Sustainabilitylive! brand and forum of events among organisations operating in the water, environment, land and energy sectors; and raise awareness of each individual event within its respective sector.

Strategy

The strategy for this campaign is to promote the themes behind the Sustainabilitylive! brand and the content of the four individual events, and position the exhibition in context of the current debate around issues relating to the sustainable use of energy, water, land and resources. To ensure target audiences – both potential exhibitors and attendees – are reached and informed effectively, Mistral has developed targeted contact lists for publications in the relevant sectors, working with the sales team to ensure maximum coverage and support any contra deals put in place, including with Faversham's own titles such as edie.net. Mistral additionally targets national and regional newspapers in the run up to the show, highlighting key note speakers and product launches. At the event itself, Mistral provides the show press office, the main point of contact for information for the media and a place for exhibitors to display their promotional material.

Results

For Sustainabilitylive! 2008, Mistral recorded 133 pieces of coverage in traditional media titles and 31 pieces of online coverage, giving a total of 164 items. This included 23 review features, and coverage in traditional media titles generated over 5.5 million opportunities to see. Key message penetration was also good with 55 per cent of the preview coverage containing one or more of the key messages, and 27 per cent covering three or more of the key messages. The level of coverage achieved for the 2008 event showed an increase of 23 per cent on coverage achieved for the 2007 event. Mistral is currently working with Faversham on the event for the third consecutive year.

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