

**spreading the word**



*“ I am impressed by the number of participating companies EMG has managed to pull together, especially when most of these companies were able to feature very interesting product innovations to the group of journalists attending the event. ”*

Keith Boi, Associate Editor Asian Plastics News

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Crisis & Issue Communications

## **The Challenge**

In the run up to major trade events, companies are vying for as much editorial exposure as possible to attract attention for their brand, products or services and drive prospects to their stands. Maintaining a respectable share of voice in an increasingly competitive environment is important. Every day prior to these events, editors of specialist trade magazines are inundated with company product and corporate information delivered instantly to their desks. Sifting through this material can be a daunting task. At the world's largest plastics exhibition 'Kunststoffe' or the 'K' show, held every three years, almost 3,000 companies exhibit, and getting yourself noticed can be a real challenge.

## **The Solution**

EMG reaches out to top tier specialist trade publications across the globe every day either from our HQ in Europe, our offices in Shanghai, Beijing and Singapore, via associates in India, Japan, Korea and the USA or through additional agencies in our global network, Eurocom. EMG has well-established relationships with editorial teams and publishers and represents one way of communicating your news.

Another way is to gather a select group of editors of key publications for an intimate and focused conversation. This is more direct and offers a highly effective platform to communicate your messages to those who really matter. Editors like to attend such meetings as they provide access to key players – and provide useful background information on strategy, business direction and overall market information.

However, time is a constraint. Generally speaking, an editor would need to spend at least 2 days, more likely 3 traveling to and from, and participating in individual company's pre-show press events. Attending 10 such forums could potentially represent up to 30 working days or 6 weeks away from their desks. This is unthinkable nowadays, far too time-consuming, unmanageable and expensive as many publications cannot afford to invest in dispatching their editors to such events across the globe.

A multi-client press event is therefore a very appealing solution. Editors get to meet several key industry players in a short period of time offering a minimum of disruption. A multi-client press conference event provides a cost-effective 'win-win' opportunity for both our clients and the publications: participating companies share the overall organizational, facility location and travel and living expenses of the attending editors. This represents a considerable saving when compared to the investment required to stage one press conference.

EMG contacted a select group of editors from top-tier plastics, chemical and relevant client-related vertical market publications such as automotive and packaging to gauge their interest in attending not one, but up to ten press conferences organized over 2-3 days at a convenient European location. The concept of organizing a series of press conferences for several client companies – a multi-client event - during a short period at one location proved highly interesting to all those contacted.

## **The Result**

Twenty-five editors representing 27 key publications from Western, Eastern and Central Europe, Scandinavia and Asia responded to our invitation to attend the pre-K 2007 Multi-Client Press Conference held at the Hilton Hotel in Antwerp, Belgium on June 5-7. Each of the 10 clients including DSM Engineering Plastics, Eastman Chemical Company, Arkema, Polyscope, Quadrant EP, Songwon, Rhodia Polyamide, DSM Micabs, Borealis and GE Plastics (now SABIC Innovative Plastics) individually presented their pre-K 2007 news, spending quality time with the editors in briefings ranging from one hour to more complex forums mixing plenary and breakout workshop sessions. Sponsored lunches, cocktails and dinners further enhanced the direct contact with editors. The resulting regional, pan-European and international coverage in participating editors' publications has positively impacted the corporate image of all our clients and additional media outreach in several languages to a broader range of publications further enhances market share of voice in the run-up to K 2007.



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