

Case Story

Client: **Szilágyi Erzsébet Women's Association**

Period: **1992 -**

The Task

- On-going communications advisory in support of the charity and social mission of the **Szilágyi Erzsébet Women's Association** for people and values to support.

Measures

- Supporting to annual memorial ceremony organized by the Szilágyi Erzsébet Women's Association honoring **His Eminency Cardinal Prince Primate of Hungary Joseph Mindszenty**:
 - Invitations procedure through designing invitations, preparing list of VIP and press invitees, distributing and following up invitations,
 - Coordinating program elements, proposal of speech draft for **Dr. Erzsébet Liphay**, Chairwoman of the Women's Association, etc.,
 - Media relations, media monitoring;
- Organizing the naming ceremony of a Square in Szécsény after **Pope Blessed Innocent XI**; event implemented by the Women's Association and the City of Szécsény on August 12, 2000 marking the Millenium of the foundation of the Hungarian State:
 - Organizing all aspects of the event,
 - Setting up of program agenda, script, protocol arrangements of the Holy Mass and the ceremony at the Square,
 - Supporting the communication between the Women's Association, the City of Szécsény, the Apostolic Nuncio, the Catholic Church of Hungary, and the Franciscan Monastery of Szécsény,
 - Setting up VIP and press invitation lists,
 - Designing, producing and distributing all communication pieces (invitation, answer form, icon, Holy Mass brochure),
 - Preparing the speech of Dr. Erzsébet Liphay, Chairwoman of the Association,
 - Media relations and media monitoring,
 - Reporting on the naming ceremony.

Results

- Building up reputation and increasing positive public awareness through social and charity activity;
- Growing acceptance as response to systematic actions reflecting concern for people in need and for its commitment to recover values part of Hungarian history, traditions and identity, neglected by the party system;
- Positioning of **Dr. Erzsébet Liphay** among the leaders of the post-communist Hungarian Christian women organizations pledging for principles to secure continuity of the value of family, demanding unconditional respect for life and dignity.