

## Case Story

Client: **Intentional Software Corporation (ISC)**

Period: **2002**

### The Task

- Organize press conference to announce the launch of **Intentional Software Corporation (ISC)** in Hungary;
- Support strengthening the personal profile of **Charles Simonyi** ISC President & CEO.

### Measures

- Handling event organization from invitation procedure through coordination of logistics and catering to the realization and follow-up of event;
- Organizing the presence of **US Ambassador** as speaker at event;
- Coordinating the **Hungarian Academy of Sciences (HAS)** as venue and its Secretary General as host of event;
- Write script;
- Design, write and distribute all press materials;
- Follow-up activities; press monitoring and analysis.

### Results

- Outstanding coverage in the Hungarian print and electronic media;
- Only positive and objective media coverage registered in local press;
- The presence of the US Ambassador gave extra weight to ISC and its business objectives;
- The support of the Hungarian Academy of Sciences strengthened the profile of the company and its President & CEO.