

Case Story

Client: **Euro-Phoenix**

Period: **2005**

The Task

- Designing and implementing of the Forum on National Competitiveness - Budapest 2005 taking place on September 22, 2005 at the Hungarian Academy of Sciences as a pro-bono event to celebrate the 5th anniversary of Euro-Phoenix Financial Advisors Ltd.;
- Organizing the Forum on National Competitiveness - Budapest 2005 to fasten awareness for (Hungarian) National Competitiveness structuring a dialogue and presentation panel with international and local keynote speakers;
- Tie-in and coordination process with Rt. Hon. Lord Geoffrey Howe of Aberavon Member of the House of Lords, former Chancellor of the Exchequer, Foreign Secretary and Deputy Prime Minister of the UK, and with Dr. Theo Waigel, Member of the Board of Directors of the Hanns-Seidel Foundation, former Finance Minister of Germany both participating as international keynote speakers at the Forum;
- Tie-in and coordination process with Dr. Etele Baráth Minister without Portfolio in charge of European Affairs, and with Prof. Dr. Attila Chikán Director of the Competitiveness Research Centre of Hungary, both participating as local keynote speakers at the Forum;
- Structuring and implementing of an ad-hoc Press Briefing, on-going press relations, previous and after the event, and monitoring.

Measures

- Permanent advisory and coordination of the Forum on National Competitiveness - Budapest 2005;
- Designing of all ad-hoc invitations and communications proceedings;
- Selecting, proposing and tie-in of international and local keynote speakers;
- Organizing press briefing with participation of local and international media and news agencies;
- Procedure selecting the Hungarian Academy of Sciences as venue of the Forum;
- Organizing of the Concert and Gala Dinner, programme attached to the Forum at the Ceremony Hall of the Hungarian Academy of Sciences.

Results

- As a result of the Forum on National Competitiveness - Budapest 2005 Euro-Phoenix and its Managing Director Les Nemethy, acting as coordinator of the Forum, received positive recognition, especially at decision-making level;
- A strengthening effect and increased awareness on the importance of competitiveness and transparency, as factors of relevant value and towards more consistency of the economy;
- Media coverage reached the targeted segments of decision-making segments of Hungary, all major target groups including key opinion leaders with high penetration rate. Excellent reports were broadcasted in the electronic media in prime time, and published in print media as well;
- Lord Howe as well as Dr. Waigel, with their consistent and balanced statements, as well as with their presence helped significantly to reinforce and optimise public attention in favour of the communication targets of the Forum, adding support to the corporate reputation of Euro-Phoenix as well. Lord Howe's and Dr. Waigel's statements, personality and global reputation served as "optimiser" especially at the decision-making level.