

Case Story

Client: **BT**

Period: **2004-2006**

The Task

- Set up and manage media relations, communication support and advisory to improve BT's awareness.
- Background noise - a summary developed for BT executives on national and international telecommunication and info communication news.
- PA counsel, enhance BT's awareness in the government, independent state institutions and the political opposition, strengthen BT's position in the public sector.
- Event management, full-scale organization of professional seminars, forums, VIP events.

Measures

- Set up of local press releases, adaptation of international news, distribution.
- Contact with journalists, media monitoring.
- Organization of press briefings and press study tours.
- Managing PA relations, continuous advisory on individual, institutional and organizational level with the government and the opposition.
- Organization of meeting, events.
- Preparation of BT executives' visit, set up programs, coordination of audiences.
- Event management covering invitations, logistics, venue management, coordination with subcontractors, follow up.

Results

- Favourable image about BT in all target groups.
- Only positive and/or objective media coverage were registered in the Hungarian media strengthening the image created on BT, facilitating the implementation of its business targets.
- Audiences of BT senior executive coming to Hungary strengthened relationship with decision-makers. These meetings facilitated the catalyst role of telecommunications and IT business development.
- Enhanced awareness and acceptance of BT at executive decision-making levels both by the government and the opposition side. Positive feedback on BT from all target groups.
- Systematic approach with the target audience and the media resulted in positive attention.
- Excellent media coverage in print media made BT's services more widely well known
- Positive and objective articles in the media strengthened values and traditions transmitted by BT.
- Through PR activities opinion on BT improved, as a forward looking company understanding the opportunities coming from political, economic and social changes and developments.