

PR Launches

PR launches are very different events as they don't always involve an overnight stay. Journalists get invited to a huge number of PR launches every week, so you need to ensure that your event stands out from the start..

- The venue has to be spectacular – new, unique, private...whatever it is, it has to be somewhere that people have either not heard of or being wanting to go ever since they heard of it.
- Invitations need to inspire – instead of simply sending a normal branded card, how about thinking differently. For example when we organised a corporate BBQ, we hand delivered our branded BBQ sauce bottles with all details printed on to a label.
- Entertainment needs to be in keeping with the brand, interactive and engaging. Consider using upcoming performance artists and bands. We worked with the illusionist Dynamo on an event in 2008 when he was at the very beginning of his career.
- Think about how to encourage journalists and guests to stay at your event for longer to inspire more column inches. We have organised casinos, competitions, experiences to ensure that guests interact with the brand and with great feedback.
- Goody bags again need to be given a great deal of thought. For one client we ensured that each journalist was offered a Swarovski Crystal personalised product with their own initials.