

CASE-STUDY

Client: Win Tennis Academy

Sector: Sport / Tennis

Contract status: Retained since 2008

Websites: www.wintennis.com / www.westway.org



Win Tennis is one of two LTA International High Performance Centres in the UK. Based at Bisham Abbey National Sports Centre, they also operate the Indoor Tennis Centre in High Wycombe, Bucks as well as largest community sports centre in London: Westway Sports Centre.

The Win Tennis coaching programme is designed to produce champions and currently has 42 European and World ranked players, six of whom are ranked in the world's top 100 at junior level. The performance-based academy offers players the unique chance to live on site, train on site and be properly educated on site. The programme is dedicated to coaching and nurturing young aspiring tennis players, and has a coaching team of the highest quality.

PR activities include:

- Initial PR strategy and planning
- New Academy launch opening event
- Liaising with 'brand Ambassador' Andrew Castle, sponsors and commercial partners
- Media packs: core messages, information sheets, testimonials, visuals, staff biographies
- Endorsements from clients, media, athletes & celebrities
- Press release drafting and media distribution
- Press cuttings books & media evaluation reports
- Setting up & managing one-to-one interviews
- Crisis management

Coverage obtained:

- Daily national newspapers, Sunday newspapers & supplements, UK tennis magazines, Trade press & online media

Sponsor & Commercial Partners are:



"Richard Henman has been invaluable in guiding us through the complexities of dealing with the media and press. He has an instinctive knowledge of the tennis world and has built up an impressive list of contacts who he can call on when required.

These are very exciting times for Win Tennis and we are delighted that Richard is helping us to further raise our profile and expand on the excellent work that has already been put in place."

Mike Walker | Chief Executive & Director of Tennis