

## CASE-STUDY

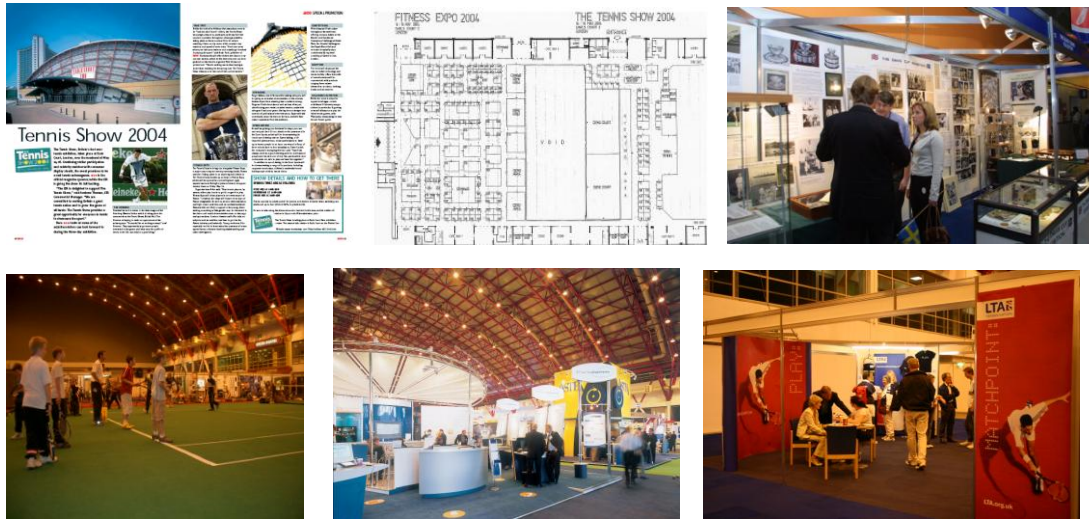
**Client:** Everest Shows and Exhibitions Limited

**Date & Venue:** 14 – 16<sup>th</sup> May, 2004 - Earls Court 2 Exhibition Centre, London

**Services:** Public Relations, Event Management and sponsorship.

**Contract status:** 3 month contract

**Project:** The Tennis Show 2004



### PR activities included:

- Creating a media strategy and plan to launch and develop The Tennis Show for 2004
- Press Office management onsite
- Develop and manage a public relations and media relations campaign, to give the exhibition profile, credibility, publicity and drive consumer sales
- Secure media coverage through in consumer, lifestyle, trade and broadcast media
- Create and sell sponsorship sales packages for the consumer show
- Increase publicity through media partners, sponsors and partnerships
- Raise awareness and increase profile through ongoing sales, marketing and PR

### Coverage obtained:

- National & Sunday newspapers
- UK tennis specific magazines, trade press & online media
- LBC Radio

### Sponsor & Commercial Partners



### Testimonial

"Henman Communications stepped in at a very late stage and made an immediate impact on the PR, communications and event management activities for The Tennis Show 2004. Throughout their appointment their professionalism, determination and enthusiasm were crucial to the success of this consumer exhibition and I look forward to working closely with Henman Communications again in the future."

Ivan Allen | Managing Director | Everest Show and Exhibitions Limited