

## Creating News Around A Major IT Event

**Client:** Touchpaper

**Objective:** To gain share of voice leading up to the annual SOCITM (Society of Information Technology Management) conference.

**Activities:** Touchpaper wanted to carry out a survey based on the topic of the SOCITM conference and to release results at the show. The topic of the annual conference was 'serving the instant access society'. Napier devised a set of questions around the subject to draw out government online service issues and then created the survey online using Zoomerang.

**Results:** The questions were designed to see how the public felt about using government website self service offerings and then to publicise these findings – whatever they were. This survey successfully delivered the results about which Napier wrote and distributed a press release; this was issued on the first day of the conference and notched up eleven items of coverage, which gave Touchpaper a significant share of voice during this important event.