

## Meeting European Press at Logistics Show

**Client:** FKI Logistex

**Objective:** To introduce the European logistics press, particularly German media to FKI Logistex at major Logistics show.

**Activities:** The European logistics media were tiered and meetings were arranged with FKI Logistex during the show through a telephone outreach campaign. This was the first time that the German press had an opportunity to meet with the client, so particular emphasis was focused on German speaking titles, with UK, Spanish and other European titles also targeted for meetings. Press releases announcing new products were also issued during the course of the show to attract meetings.

**Results:** The press meetings were a success, with 21 meetings facilitated; 12 with German language publications, six with UK and Pan-European titles, two with Spanish and one Dutch title. This amounted to 19 Tier 1 press met at the show with a further two from Tier 2 media lists. The meetings were instrumental in creating relationships with the German press and building relationships with journalists from other countries.