

Press Meetings at CeBIT

Client: AMCC Storage/3ware

Objective: To have relationship building meetings with European trade press at major IT show without a major news announcement. Napier managed to secure top VIP spokesperson for interviews, AMCC's Vice President and General Manager for Storage.

Activities: AMCC requested press meetings at major IT show, to which previous years had seen up to 18 meetings. Over 80 titles were targeted through a telephone outreach campaign to UK, German, French and other European media with a view to setting up meetings with AMCC's VIP to discuss the roadmap and future plans in storage.

Results: Napier pulled out all the stops and set up and facilitated 21 press meetings with European press in all countries targeted, with many thought leadership and opinion piece articles agreed to follow up with as well as potential interviews. This was a successful relations building event, which further established relations with chosen media.