



Arena and Convention Centre Liverpool

The brief: To launch ACC Liverpool's first ever stand alone presence at international Confex and to raise its profile amongst target trade media

"We approached Mexia at the eleventh hour as our existing PR agency had an emergency which meant that we would be without support for our biggest trade show in the UK. With virtually no notice, Mexia picked up the project and launched into action. Press release angles were developed and a first release issued on day 1 of Mexia's appointment to ensure that we didn't miss out on our target trade publications' news deadlines to coincide with the show. Mexia's creativity, understanding of our target media and great writing skills ensured that we had excellent pre-show coverage which generated significant interest in our activities during Confex amongst our primary target audiences.

"With seven pre-confirmed press appointments and a further ten journalists visiting the stand, Mexia generated coverage in virtually all of our top target trade publications and created a PR pipeline of no less than 20 anticipated articles. Our PR was so successful, even the Event Director commented on it!

"In addition to providing great PR material for the press, Mexia's creativity and marketing skills provided an extra edge when it came to concepts to attract visitor attention. We wanted to do something to promote our 'green' credentials, so Mexia came up with the concept of a 'Be Seen to be Green' campaign which we launched at our Eco party, where we gave away 50 tree certificates to offset our carbon footprint. Not only did this generate significant press interest, but also served to demonstrate our commitment to sustainability to our target audiences. Our 'Be Seen to be Green' campaign stickers were visible on lapels all over Confex.

We were truly delighted with the results delivered by Mexia and will certainly be looking to use them again, in particular in support of our international efforts."

**Jacquie Rogers, General Manager
BT Convention Centre Liverpool**