

Case Study Trade Mission
Event Exclusive Press Preview
Company IT
Numbers 41
Location Hong Kong and China

What they said

“ Flights, transfers, accommodation and hospitality were all excellent and journalist feedback has been brilliant. Congratulations to all your team who worked so hard to ensure every detail was taken care of and everything ran like clockwork. ”



The Brief

- Provide key European media a preview of the company's new projector technology
- Strengthen the company's relationships with key journalists
- Reinforce its reputation as a world leading and innovative home cinema brand

Our Solution

The Ultimate Event Company decided on a five-day VIP press trip that would offer selected journalists an exclusive preview of the new product line and access to the company's senior leadership and engineering teams.

- **Exclusive Press Preview:** UK Journalists representing the major Technology publications were Flown to Hong Kong to view the company's new home cinema technology at the state-of-the-art factory in China where they are made
- **The Wow Factor:** Guests stayed at the Hong Kong InterContinental in Kowloon with exquisite views of Victoria Harbour and Hong Kong Island, including a giant advertisement for the client
- **Behind the Scenes Access:** On the second day, the group toured the company's factory in Shenzhen, China - the largest projector factory in the world.
- **Extensive Live Production Demonstration:** The latest home cinema products were introduced during the tour, with product engineers on hand to offer detailed information and demonstrations
- **One-to-One Meetings:** Individual briefings were arranged for journalists and the senior leadership team the following day
- **Entertainment and Excursions:** Informal networking took place at a series of dinners at the city's top restaurants and during the unique events which included a cocktail cruise on a traditional Chinese junk, a noodle making demonstrations, a visit to the Wan Chai district and trips to Victoria Peak, Stanley Market and the Ladies Market.

Return on Investment

- **Relationship Building:** Every country team met their key journalists, numerous 'one-to-one' media briefings were held – one of the clients key objectives
- **Positive Coverage:** Glowing previews appeared in target publications helping to build interest ahead of the hard launch two months later.



t. + 44 (0)20 8891 4000
e. info@ultimateevent.co.uk
w. www.ultimateevent.co.uk