

## International Conference Support for a Global Payments Provider

### Case Study

A €2.5 billion, London-based payments solutions provider needed a locally based company to prepare for the conference, assist during it, and take on post-event tasks on their behalf.



### The project

An international funds transfer solutions provider needed locally based professional assistance for SIBOS 2007, a global conference hosted by the Society for Worldwide International Financial Telecommunication (S.W.I.F.T.) in Boston. This annual event attracts more than 5,000 attendees from all over the world. In 2006, the SIBOS host city was Sydney; in 2008, Vienna.

### The process

We developed the project plan that included pre-show, show week, and post-show activities. We participated in show planning and strategy sessions and collaborated on the creation of SIBOS 2007 PR toolkit. With an expanded and refined target list of pubs and analysts, we conducted pre-show outreach to North American media. We arranged interviews and meetings both on site and after hours at local restaurants and other venues.

We created and distributed media and analyst invitation letters, developed and issued press releases before and during the show, and compiled a dossier of photos from the show and related client activities. We managed all show collateral, speaker/interviewee biographies, and press releases printed locally, assembling all items into media kits. We identified and prepped spokespeople for interviews and developed associated briefing documents on the journalists and analysts.

It was also necessary to develop and manage the master calendar of media and analyst meetings for the global public relations status report in advance of show, then to update it regularly and circulate it to the global team.

Our team members were “on duty” each day, from pre-show weekend through post-show meetings. We hosted client executives and customers at a Boston Red Sox baseball game at historic Fenway Park. We also arranged for tours of Boston on the famous amphibious “Duck” boats in conjunction with one of our client’s strategic partners.

## Our Services

Graber Associates offers a full slate of services and programs that help you reach your important constituencies:

### Public Relations

- Message development
- Press and analyst relations
- News release programs
- Editorial placements
- Media and analyst briefings
- Client/partner newsletters
- Company backgrounders

### Marketing

- Messaging and positioning
- Trade show planning & support
- Announcement plans and strategy
- Press and analyst tours
- White papers
- Sales guides and slip sheets
- Speakers' bureau services and speechwriting
- Customer/partner newsletters

### Research

- Customer satisfaction surveys
- Cash management analysis
- Market research
- Bank or vendor RFPs
- Marketing plans
- Implementation plans
- Marketplace analysis
- New market perspectives
- Competitive assessments



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## Result

Our client enjoyed superb exposure at the show, established promising relationships with several new clients, and strengthened many existing relationships that would lead to expanded or follow-on business.

Their customers – many of whom were from outside the country and had never been to Boston - were thrilled with the events and enjoyed the local flavor that could only come from those who knew the city and its unique heritage.

## About Graber Associates LLC

Graber Associates is a public relations, marketing, and research firm that becomes part of your team to help you succeed. Founded in 2002, Graber Associates develops and implements public relations and marketing communications programs that generate revenue for businesses. We also provide research that allows our clients to make better informed decisions. Although we specialize in financial services and technology, our services cover a wide range of vertical markets.

We work hand-in-glove with you to develop public relations initiatives and execute marketing campaigns that are created with years of experience behind them. Your goals, objectives, and budget are integral parts of our working with you. As part of your team, we begin to think as you do and suggest ways to improve the process and achieve collective goals.

## For More Information

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