

PR strategy: AECM – candles



Objective:

- Gather industry (members and non- members) during 2 days to discuss topics of interest
- Increase visibility of the association and membership
- Opportunity to invite local governments in case of pressing issues

Strategy:

- Annual conference held before General Assembly
- Support of national association or local company member
- Discussions on topics of interest to the industry: eg: blue ocean strategy for candles, standardisation, new legislation, technical issues (avoid candle fire), automatisisation in manufacturing
- Table top exhibition for suppliers

Results:

- High attendance from members and prospects
- Creates momentum for the association - more requests for membership

PR strategy: EUTC – utilities

Objective:

- Be recognized as thought leader in Brussels
- Increase visibility of the association
- Opportunities for partnerships with other organisations and governments

Strategy:

- One board member assigned with this responsibility
- Programme for public speaking opportunities
- Programme for publications in dedicated press and magazines
- Commitment from members to act as ambassadors for EUTC

Results:

- Raised the profile of the association in Brussels
- More requests for membership
- Synergies with other organisations and better contacts with decision-makers

PR strategy: Global FM – facilities management



Objective:

- Raise awareness to the FM profession
- Raise the visibility of the association

Strategy:

- Awards of Excellence for best FM projects in the world
- International workshops on specific topics
- World FM Day

Results:

- Great visibility for the association – spokesperson for the FM profession
- Momentum and enthusiasm around the association

PR strategy: EUROBAT - batteries



Objective:

- Raise awareness on different battery technologies and applications
- Raise the visibility of the association

Strategy:

- Twitter campaigns
- Media partnership with several events – speaking slots, booth, networking
- EUROBAT Forum

Results:

- Great visibility for the association
- Return in terms of membership applications
- Support on key policy asks of the association

Possible actions/strategies



Examples from other Kellen clients: LinkedIn/twitter account

- Share positions, press releases, campaigns, general info on products, news from members
- Pro: easy way to communicate info on VIPs and VIPA, possible to target general audience (twitter) or professionals (LinkedIn), liase with other stakeholders
- Cons: it requires regular content to keep account alive.



Possible actions/strategies

Sponsored content in journals/publications

- Sponsored content in specialised journals, with national or European reach
 - Pros: targeted audience, probably one of the best ways to communicate about the product. Probably less relevant for the promotion of the association
 - Cons: high costs, difficult to provide technical specifications if we have to promote the VIPs in general and not a specific product with clear specifications
- Sponsored content in Brussels-based media (e.g. Euractiv): different options depending on the desired outcome (sponsored article, dedicated report, etc).
 - Pros: Good way to promote the association among Brussels-based stakeholders and inform about the product in a general way. Also link with legislation is provided
 - Cons: relevant costs, probably not the best audience for VIPs. Limited interest for the association in PA.

Possible actions/strategies

Dedicated VIPA event (together with GA)

VIPA does not have a public event, and the marketing potential of this type of events is quite high.

- Pros: marketing potential of this type of events is quite high, both to promote the product, raise the interest of potential members on the association and communicate our positions and PA needs. Potential source of revenues.
- Cons: unclear position on IVIS, lot of organisational efforts required, financial risk depending on the dimensions of the event.



Possible actions/strategies

Cooperation with existing events

- Sponsor existing technical events and present VIPA/VIPs there
 - Pros: right audience, possibility to have a keynote speech/booth
 - Cons: Cost can be relevant, and it is a one-time solution – no real follow up
- Media partnerships with technical events + attendance if relevant/possible. Visibility for the association and some discounts in exchange for publicity of the event in relevant media (website, newsletter, social media).
 - Pros: limited or no cost involved, VIPA logo in the event brochure, discounts to members on registration fee
 - Cons: limited benefits/visibility

Possible actions/strategies

Video on Youtube/Vimeo

EWFA – Window Film Association



Window Film and Energy Efficient Buildings

<https://www.youtube.com/watch?v=4EZps46gK24>

Possible actions/strategies

Objective:

- Educate general audience about benefits of using window film in buildings
 - EPBD debate in Brussels
- Increase visibility of the association

Strategy:

- animation video explaining benefits of technology and EPBD context
- Subtitles in 11 languages
- Released around publication of a report on the EPBD
- Press releases in EN, FR, DE

Results:

- High view count on YouTube without advertising (over 16,000 views)
- Used by other WF associations in the world
- Created momentum for the association and resulted in more requests for membership