

Successful PR Case Study: WRC Consultancy

=== Aims

- Raise profile of consultancy and the innovative work we were doing.
- Raise interest and awareness of a report launch which showcased our work.
- Get media, government and relevant stakeholders to attend the report launch.

=== Challenges

- To raise interest in an area where there was *de factor* no mainstream interest.
- To get the government and media interested in the in the report.

=== Solution

- Devised an event (conference in Dublin Castle) where we let the 'customers' tell the story.
- Invited a high-profile and well-respected government official to make the opening address.
- Invited other well-respected keynote speakers to give inputs (e.g. Amárach Consulting).

=== Process

- Identified and contacted a key *Irish Times* journalist.
- Gave a presentation at the conference which summarised the key findings of the report.
- Wrote and disseminated a Press Release, and followed up with phone calls.
- Devised attractive marketing material and memorable invitations.
- Developed a database of relevant journalists.
- Did a radio interview and liaised with media and answered questions.

=== Result

- The story got carried in the Irish Times, relevant sector e-zines and got exposure on selected websites.

