

## eContent Summit

MAY 2008

## TOOLS

- Media Centre
- Press releases
- Press conferences
- Press briefings
- 1-on-1 relation with the media
- Lobbying

CASE STUDY  
SECTOR: IT & SOCIETY

## Situation

World Summit Award is an annual gathering of globally renowned e-content experts that in 2007 took place on the Croatian island of Brijuni. The aim of the gathering was for experts to get introduced to the best e-content from around the world and choose the best - among 644 contestants from 160 countries - in the following categories: culture, Government,

health, education, science, entrepreneurship, fun and inclusion. Croatian projects have found their place in each of the eight categories. Parallel to this event, E-Content Summit took place on Brijuni - conceived as a conference that gathered some twenty global experts who spoke on past, present and future of electronic content. This is the first conference of its kind to take place in

Croatia. Together with conference organisers, Central State Office for e-Croatia and WSA organisation, Meritor Media's task was to conceive the communication of conference content to the public. The centre of media activities was the Media Centre, open during the whole time of the conference - from 3rd to 9th of September 2007.

## Solution

Meritor Media faced this challenge by identifying media representatives relevant to the event. This was followed by intense relation-building with selected media before the start of the conference. Communication with the media was continued by writing an introductory press release and the set up of Media Centre on Brijuni (equipped with laptops, printers, LCD

screens and wireless Internet connection). Centre was conceived as a working place and a central place of gathering for the representatives of the media. It was the place of event press conferences organised and anchored by Meritor Media. During the event, press releases were drafted and sent to the media by e-mail. Meritor Media lobbied the representatives for themes

of interests to be published. Speakers' public appearance was managed by Meritor Media training, based on previously agreed talking points. Meritor Media managed all of media's needs, such as organising interviews or coordinating material distribution.

## Result

Meritor Media's public relations resulted in positioning of the conference as a leading place of exchange of thoughts, experience and information on electronic content in Croatia and the region. Conference Media Centre was devised as a central place of communicating conference content towards the media. Three press conferences were held in the Centre and themes were lobbied with the media.

This resulted in more than 50 stories in the media. As a result of specifically communicated messages to electronic media, a significant proportion of stories was reported by TV. This results is that much greater given the fact that reporting on issues such as e-content is quite a challenge for TV as a medium.

Communication messages were also specifically communicated to blogs and portals, which resulted in significant and different reporting by the Internet media. Meritor Media has responded to conference needs by providing solutions which are a result of specific IT public relations knowledge, as well as communicating specific messages agreed with the organisers.

CLIENT  
QUOTE

*"Meritor Media fully recognized our needs. Relationship between media and speakers in the Media Centre resembled a real partnership."*

Krešimir Lugarić, conference organizer and World Summit Award judge.

## Project Team

**Rašeljka Maras Juričić**, CEO and Main consultant.

**Marko Kovač**, PR director, Account Manager and project coordinator.

## About Meritor Media

Meritor Media is one of the leading public relations agencies in Croatia. Beginning of 2008 we took our first step in the process of becoming a global communications consultant agency by being a part of the Portuguese YoungNetwork Group.

[www.meritormedia.hr](http://www.meritormedia.hr)