



Case Study: Network PR event for Fairfax Media

The task

Network PR was briefed with producing a one-day Expo for Fairfax, to showcase the organisation's various publishing titles to their advertising partners.

Exhibit Group solution

Exhibit Group worked closely with Network PR to design & manufacture a suite of DesignLine exhibition stands for the various Fairfax titles. After the expo, the stands continued to be used by the individual publications.

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Katherine Litten,
Network PR

Client comments

Network PR account manager, Katherine Litten, says the event required an experienced partner who could hit the ground running. “This was one of Fairfax’s biggest events of the year and they wanted something with a real wow factor. A huge amount of work went in to getting everything just right.” Network PR interviewed three suppliers and choose Exhibit Group for their quality of product, experience and advice. “They fully understood what we were looking for, and were able to give us a complete solution from manufacture to set-up.”

Outcomes

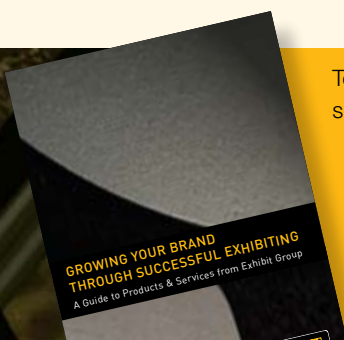
The expo was held in the historic Auckland Museum building, where a total of 22 different stands were set up to represent the various publications. The venue provided a few of its own challenges, and Katherine says Exhibit Group’s expertise was invaluable in planning the layout and logistics. They also worked collaboratively with the client in the months leading up to the event. “As Fairfax’s agency, we were tasked with handling all the arrangements for the expo,” says Katherine. “But it was also a team effort; and it was helpful for us that Exhibit Group could liaise directly with the publications where required.”

On the day of the expo, it was early-morning start for the Exhibit Group team, as they prepared for the 4pm opening. “We couldn’t have done it without them. They got in, got on with it, and we were set up well in time.” Katherine recalls Exhibit Group smoothly overcame a last-minute glitch, by replacing a missing graphic for one of the stands.

“They had it printed, done and dusted within an hour; and nobody even noticed...!” Throughout the entire project, says Katherine, the Exhibit Group team combined a high level of professionalism with a genuine willingness to help. “Their level of expertise and understanding was a real asset. They were extremely flexible in working around the various issues that cropped up...and it was always with a ‘nothing’s a problem’ attitude.”

**Exhibit
Group** 

a visual advantage...



To arrange a meeting, order our catalogue or take a tour of our showroom, contact us:

Auckland - 09 570 6060
Wellington - 04 499 2110
Christchurch - 03 374 6204

www.exhibit.co.nz

