

**SENDING ALL THE
RIGHT SIGNALS**



“ This three-day ‘double’ event allowed Belden staff to address two key audiences: distribution partners and trade media representatives. With EMG’s active support, significant synergies were achieved by combining two events in one location, minimising cost, effort and resources. Overall, we were able to create greater awareness and propagate the Belden message to our most important customers, as well as to the marketplace in general. We were particularly pleased by the high turnout of Editors and the quality of their briefings – and our own. This allowed us to start a bonding process which achieved, and continues to yield great rewards. ”

Berry Medendorp – Manager Marketing Communications – Belden EMEA

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Belden EMEA

The Challenge

Belden is one of the world's leading suppliers of high quality signal transmission solutions. Following a significant restructuring of its market approach, the company wanted to introduce a new channel programme for its distribution partners. To demonstrate Belden's commitment to the programme – and in order to gain buy-in from its new and existing distribution partners, Belden decided that the introduction needed to carry significant impact.

At the same time, Belden was looking to strengthen its visibility in the trade media, to support its growing profile in the networking, electronics, entertainment, industrial, security and aerospace markets throughout the Europe, Middle East and Africa region.

The Solution

With EMG's support, two one-and-a-half day events were organized back-to-back at the Hilton Hotel in Brussels. Whilst the two events were aimed at completely different audiences, they shared the same setting and staging. Key company executives attended both meetings to deliver very similar messages – saving on travelling time as well as meeting preparation time.

The first meeting was attended by more than 60 representatives of Belden's new DNA Distribution network in EMEA and included a high-impact introductory audio-visual presentation, as well as business presentations, product application workshops, opportunities to meet and network with key Belden personnel and various social events.

The Press Briefing was attended by 40 representatives of nearly 50 publications and web-sites in 14 countries, selected by EMG so as to reach the widest possible range of readers, those most involved and interested in the very diverse markets and application areas served by Belden.

Senior management presented Belden's strategy for the EMEA region, its leadership position in the various industries served and its aspirations for growth and development. Editors were invited to attend five different seminars covering some of Belden's most important areas of interest. This was an opportunity to touch, examine and develop a greater understanding of the products, their performance and their key user benefits.

Media training provided by EMG ensured that top executives had a good understanding of the needs of the media – and understood content and delivery of messages to be communicated.

The Results

Distribution partners were fully briefed about the new DNA programme together with all the latest company developments and were able to meet informally. Belden was delighted with the positive reactions from these important customers and the increased support and enthusiasm which had been generated by this very successful event.

In addition, the press briefing was seen as a very important step in the growth of Belden and its positioning within Europe. EMG's work resulted in attendance by key trade Editors, representing over half a million readers. This has resulted in growing editorial coverage and continued media interest. Importantly, Belden has since developed a close relationship with some of the most influential trade and technical magazines in Europe.



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