

Case Study

Live Events
Expansion Announcement



SITUATION

One of the world's largest assurance, testing, inspection and certification (ATIC) companies needed help announcing the expansion of its 200,000-square-foot Electrification Centre of Excellence that is strategically located in the epicentre of the U.S. automotive industry.

The timing coincided with the annual North American Battery Show and North American International Auto Show.



APPROACH

The company engaged Herta Communications + Marketing to provide event planning, production and activation support for:

- Meet and greet with customers, employees and business leaders
- CEO presentation and reveal of new laboratory space
- Guest speaker from industry
- Five business specific break out area displays
- Panel discussion
- Tour of existing laboratories

Logistics included:

- Event set-up and staging
- Lighting, AV, projectors and video screens
- Overall event management



OUTCOME

The event exceeded the client's expectations with a flawless, well received and on-budget program that showcased the formal opening of the electrification center to its 120 "most important" customers and guests during a very busy time in the automotive landscape. It was a full house.

The client was very grateful for the Herta team support: "Thanks again for all the efforts on our behalf. The Herta name has come up in conversations over the past week and it's all been positive and gotten people thinking about future collaborations! It was a grand event and a grand time was had by all."