



Canadian Public Relations Society 2009: Not for Profit, Tourism

Our role was to work with CPRS strategically through the course of the year leading up to the conference creating a brand; marketing and event materials along with a powerful website. The website was created with a content management system giving the ability to have multiple CPRS volunteers controlling the communications and embedded social media tools.

Here is what the CPRS Vancouver chair person Conference said about the results from our combined efforts.

To Living Blueprint:

“The National conference was extraordinarily successful. Thank you.

Living Blueprint provided the marketing strategy, tools, and on-going guidance for ‘On The Edge’, the CPRS 2009 conference. Despite being held amid a recession, the conference delivered a substantial profit and set the new attendance record. This occurred because of the audience you delivered.

You wowed us with: Strategic direction that expanded our market, An endless supply of fresh promotional concepts, The coaching on web 2.0 techniques, A brilliant, interactive website.

Most importantly, your guidance made us brave enough to abandon old techniques and aggressively embrace a better-focused strategy. Please count on CPRS members coast-to-coast as your fans.”

Gratefully,, John Kageorge, Chair, On The Edge, 2009 Conference.

SERVICES:

Advertising
Branding
Brand Launch
Consulting
Digital Branding
Trade Show

Year:
2009