

Case Study

Mid Sussex District Council



Project: Event management, media relations and digital marketing

Mid Sussex is a local government district in West Sussex covering an area of 128 sq miles and serving over 139,000 residents with a wide range of services and information.

The Brief

To provide strategic event support, branding, media relations, advertising and digital marketing to ensure the successful delivery of the launch of Mid Sussex District Council's new business event, 'Digital & You'.



Activities

Rebranding – new logo design

Event planning and management, pre, during and post event

Email marketing

Speaker management

Facebook & Newspaper advertising

Goody bag production and management

Regional PR campaign

Social media management

Exhibitor outreach

Website development support

Copywriting services

Successes

Secured Sussex Business Times as event media partner

16 pieces of media coverage with an overall approx. reach of 183,000

65,365 social media impressions from Twitter

A record number of 200+ total attendees to the local event

Secured speakers from Pure360, Google and RocketMill

“Working with RMG made a huge difference to how we positioned and publicised our work. They worked on developing our brand and integrating our communications and marketing which meant we could reach a larger audience than before. The legacy of this work continues to reap benefits as the brand goes from strength to strength.”

Simon Hughes

Head of Digital & Customer Service



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