

INTERGRAF is a European printing and digital communication federation based in Brussels. They represent 24 national printing associations in 21 countries across Europe.

Background

Every 18 months the association organises an international event called the Security Printers' Conference and Exhibition. Over 90 exhibiting companies and 1000 participants from more than 60 countries attend this international event—managed by INTERGRAF in-house.

Strategic advice

INTERGRAF sought Connected Concepts' assistance with strategic advice on repositioning the event and improving the services offered to their participants.

Our team worked together with Squarewise, a Dutch consultancy business, to examine the association's business and marketing objectives.

We were able to capture essential elements about the association and the event, including brand position and key messages, which embody INTERGRAF's values and vision.

Event assessment and competition study

Based on the results of the event assessment and competition study, our team prepared a short-term action plan for the next Security Printers Conference and Exhibition in Bordeaux, October 2012.

We helped produce the event collaterals including conference invitation, conference brochure, official communications, e-newsletters and website.

Our relationship with INTERGRAF has been so successful, we were requested to assist their event team onsite during the Bordeaux event.

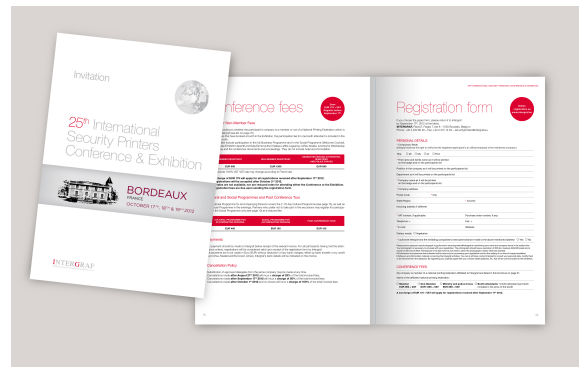
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FIT TO PRINT

Client: Intergraf

Industry: Printing



Top: Security Printers Conference & Exhibition – Bordeaux 2012
Middle: Printed conference invitation mailed to thousands of contacts
Bottom: Networking event at Security Printers 2012

“A good business relationship that goes beyond formal meetings! Sharing our work onsite in Bordeaux with someone else was a little uncommon for us, but Cristina and Yves quickly integrated into our team and adapted to our way of working while giving input to improve our service to clients. We have enjoyed every moment spent together and fully appreciate their professionalism and quality advice.”

Beatrice Klose, Secretary General

INTERGRAF
European Federation for Print and Digital Communication