

A close-up photograph of a woman with blonde hair, looking through a magnifying glass held over her right eye. The eye is significantly enlarged and detailed through the lens. The background is a dark, textured grey.

[illegible]

Figure 1. The proposed research model.



Independent
News & Media



Independent
News & Media

The
BOOK
of
EVIDENCE



Independent
News & Media

The Book of Evidence

About – The Book of Evidence

With the media landscape shifting at the whim of technology and consumer trends, it's sometimes hard to find facts. This inevitably leads to wasted budgets.

Independent News & Media (INM), decided to take action, and put the record straight, investing heavily in two in-depth studies as part of a new Research Strategy.

The first , in partnership with Amárach Research, carried out over 13,000 face-to-face interviews with newspaper buyers at the point of purchase - the largest single piece of newspaper research ever done in the Irish market.

The second, through Ignite Research, the industry's largest Econometrics study, using 3 years of data and over 20 million data points - real facts backed up by verified evidence.

Proving that Independent News & Media don't just know our readers better as a result, we know our clients customers better too.

The findings of which went into ***The Book of Evidence***.

<http://www.inm.ie/thebookofevidence>

(See Video link 1 of submission)



The BOOK *of* EVIDENCE

Campaign Objectives

Directly engage with media planners and buyers where print is not at top of mind and create mass awareness for The Book of Evidence.

1. Utilising the effectiveness of press advertising, bring print into their world, take them on a journey that will get them to prove the power of print to themselves.
2. Deliver new research proving the effectiveness of newspaper advertising, substantiate the overall importance of the print channel within the marketing mix and validate the return on investment newspapers provide for key industries in an experiential way.
3. Celebrate the journey with an event that brings the Book of Evidence findings to life in an engaging and memorable way that challenges perceptions.
4. Create mass awareness of the power of print by showcasing the human connection with print advertising.



The Challenge

Very early on, we came to the conclusion that it was simply not enough to present the findings in the traditional way. Of course, press releases and PowerPoint presentations had their place but this was only one very small part of a much bigger strategic execution.

With our clients in mind – who were our audience?

They were media buyers, media planners, marketing directors – a certain cohort of which were millennials, some of whom may never have opened a newspaper in their digital worlds. How could we impact on this audience, provide a new market understanding in a clever, memorable and effective way?

Prove the Power of Print through an experiential campaign.



The Strategy

Step 1

- **EDUCATION:**

- **Launch:** May 2016 – Launch of the *Book of Evidence* to Key Stakeholders – The Marker Hotel (Education piece)
- **Physical *Book of Evidence* published**, personally engraved and delivered to agency and direct clients.

Step 2

- **EDUCATION**

- **The Roadshow** – Roadshow to media agencies with presentation of key findings from the *Book of Evidence*. A custom made *Book of Evidence* room was built to erect at industry events allowing clients to meet with INM representatives in a comfortable environment. The room depicted key statistics from the book of evidence and incorporated the INM safe – where clients got the chance to absorb the findings whilst entering a competition for mini iPads and various prizes.

Step 3

- **AN EXCITING JOURNEY AWAITS**

- **The Tease** – Strategic unbranded personalised marketing campaign utilising press advertising with a view to revealing the Power or Print.
- **The Reveal** – That INM are behind the campaign – Direction to anexcitingjourneyawaits.com website where guests are invited to register for an exclusive event where two people will end their exciting journey with a trip to Cannes 2017.
- **Mass Awareness** - widespread above-the-line campaign targeted at media buyers, advertising agency personnel, marketing professionals and the wider business community.
- **The Event** - November 24th - 200 media agency staff joined us at the RHA, Dublin, Ireland as we celebrated the power of print advertising. From the moment they stepped in the door they were presented with print focused op art installations, food and drink that excited the senses alongside a mind bending performance from Illusionist Keith Barry which would challenge guests perceptions and celebrate that they were all there in that one room as a direct result of a newspaper advertisement.

Step 1

- **EDUCATION:**
- **Launch:** The Marker hotel – Address to key industry stakeholders.
- **Book of Evidence published**, personally engraved and delivered to agency and direct clients.



READERS SPEND
70 MINUTES
READING THE IRISH
INDEPENDENT AND
101 MINUTES
READING THE SUNDAY
INDEPENDENT
(AGAINST AN INDUSTRY AVERAGE OF 66 MINUTES)

Source: ABC Ireland Newspaper Readers Survey



REACHING
2.4 MILLION
READERS
WEEKLY
ACROSS PRINT
AND ONLINE
INDEPENDENT NEWS & MEDIA
TITLES DOMINATE BOTH THE
DAILY AND SUNDAY MARKET

Source: JAMES 2016/2015



25%
OF ALL SALES
DELIVERED
BY MEDIA
ARE DRIVEN
BY PRINT
ADVERTISING

Source: 2016-2015 Ireland's Advertising Expenditure Study



ON AVERAGE
10%
OF LANDING
PAGE VISITS
ARE DELIVERED
BY PRINT
ADVERTISING

Source: 2016-2015 Ireland's Advertising Expenditure Study



EVERY €1
SPENT IN PRINT
ADVERTISING
RETURNS
UP TO **€39**
FOR THE
RETAIL INDUSTRY

Source: 2016-2015 Ireland's Advertising Expenditure Study



<http://www.inm.ie/thebookofevidence>

Step 2

• EDUCATION

- **The Roadshow** – Roadshow to media agencies with presentation of *Book of Evidence* findings Custom made room was built to take place at industry events allowing clients to meet with INM representatives in a comfortable environment. The room depicted key statistics from the book of evidence and incorporated the INM safe – where clients got the chance to absorb the findings whilst entering a competition an array of prizes - mini iPads, tickets and lots more.



2.4 MILLION READERS WEEKLY ACROSS PRINT AND ONLINE

25% OF ALL SALES DELIVERED BY MEDIA ARE DRIVEN BY PRINT ADVERTISING

EVERY €1 SPENT IN PRINT ADVERTISING RETURNS UP TO €39 FOR THE RETAIL INDUSTRY

ON AVERAGE 20% OF ALL PPCs ORIGINATE FROM PRINT ADVERTISING

READERS SPEND 70 MINUTES READING THE IRISH INDEPENDENT AND 101 MINUTES READING THE SUNDAY INDEPENDENT

FROM THE BOOK OF EVIDENCE

WIN WIN WIN

TWO IPADS MINIS TO GIVE AWAY AND LOTS LOTS MORE

With the media landscape shifting and changing at the whim of technology and consumer trends, it's sometimes hard to find the facts. And, where facts are few and far between, guess work and superstition reign. This inevitably leads to wasted budgets. Independent News and Media are putting the record straight – real facts backed up by real evidence. Check out the INM Book of Evidence: <http://www.inm.ie/the-bookofevidence>

To celebrate the recent launch of the INM Book of Evidence we are giving you the chance to win one of a number of prizes – simply try your luck by entering your unique code today at the INM safe which is located at the INM stand. We have 2 iPad minis to give away and a number of secret prizes. Don't miss out on your chance to win today

YOUR UNIQUE CODE:



@INM_ie INM.ie INM.ie

Step 2



Our pop up Book of Evidence room at the IAB and Newsbrand events in Dublin, Ireland.



Step 2

ALL CATEGORIES

25% OF
SALES/KPI's
DELIVERED BY
MEDIA ARE
DRIVEN BY
PRINT ADVERTISING



Source: INM | Ignite Economic
Retail

INM BOOK OF EVIDENCE



THE SECTORS COVERED

TRAVEL

MOTORS

FINANCE

RETAIL

To view Book of Evidence Presentation
(See Media File 1 of submission)

Step 3

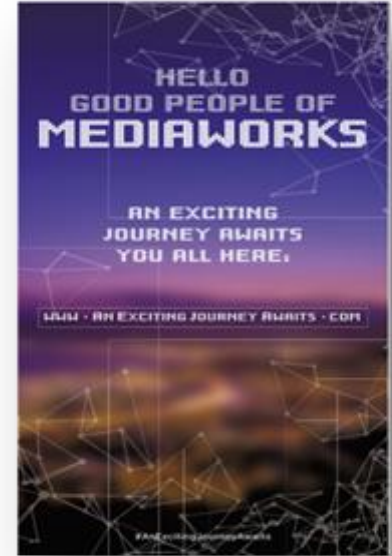
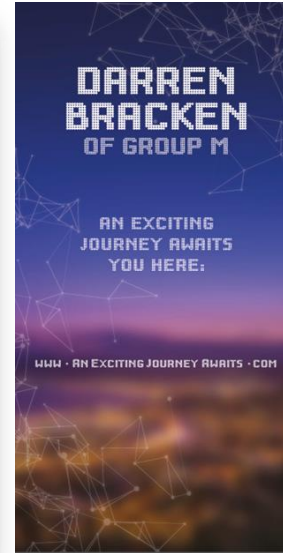
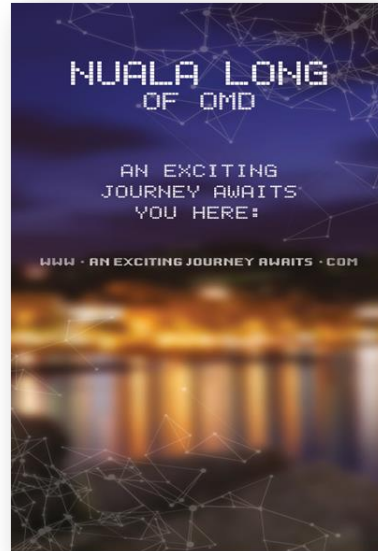
•AN EXCITING JOURNEY AWAITS

- **The Tease** – Strategic unbranded personalised marketing campaign utilising press advertising with a view to revealing the Power or Print.

The Tease

A completely unbranded print campaign utilising the power of our own titles and the Word of Mouth associated with what appears in the papers. Targeted at a carefully selected 50 media clients our creative boldly called out each media clients name, inviting them on an exciting journey where they would have the chance to win tickets to Cannes Lions 2017.

The campaign landed across a selection of trade media and generated lots of chatter in the media and marketing community resulting in 780 landing page visits.



(See creative - Media file 2 of submission)

Step 3

- AN EXCITING JOURNEY AWAITS
- The Reveal

The Reveal

Independent News & Media reveal that “one of our newspaper ads brought you here” to the website

www.anexcitingjourneyawaits.com

Backed up with a fact from the *Book of Evidence*

“Not surprising, as 10% of all landing page visits are a direct result of print advertising”.

This is the registration period for clients to register for **The Event**.



Step 3

•AN EXCITING JOURNEY AWAITS

- Mass Awareness – Above the line campaign

Mass Awareness

Now that a stir had been created and we had the attention of the media and marketing industry.

INM executed an above-the-line campaign targeted at media buyers, advertising agency personnel, marketing professionals and the wider business community.

This part of the campaign showcased the moment that print sparks that powerful connection that results in an industry specific action such as booking a test drive or searching for a new winter coat.

At this point our own INM social channels and website were live with refreshed *Book of Evidence* related content.



(See creative - Media file 2 of submission)



Step 3

•AN EXCITING JOURNEY AWAITS

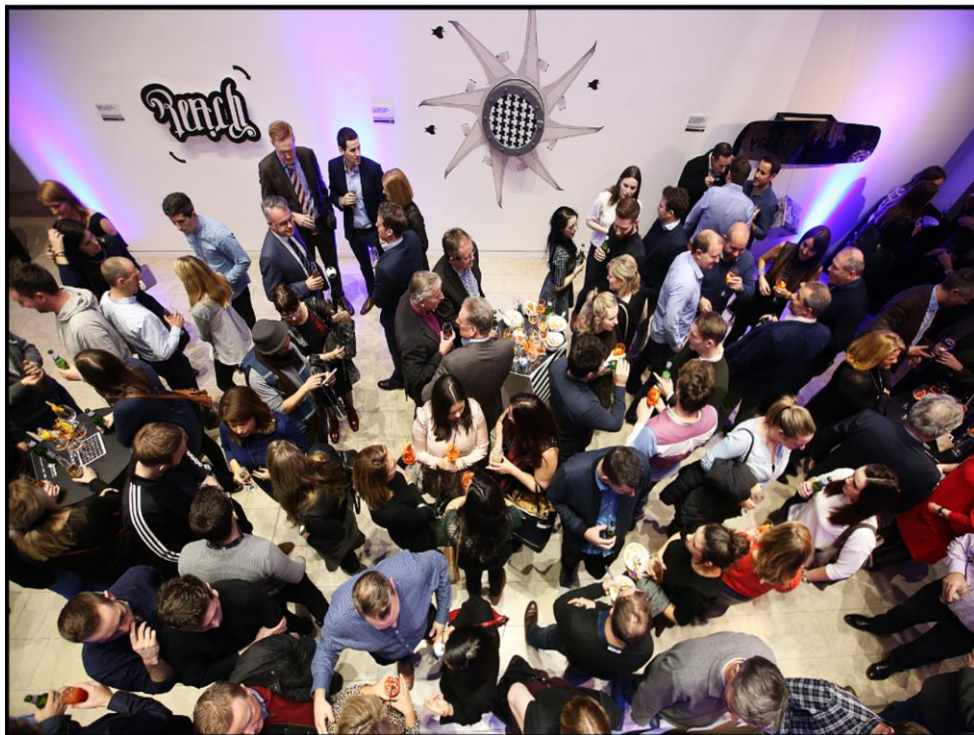
- The Event – Bringing the Book of Evidence to life

The Event

On November 24th two hundred 200 media industry staff joined Independent News and Media at the Royal Hibernian Academy (RHA) Gallery, Dublin, Ireland as we celebrated the power of print advertising.

The aim from the moment they stepped in the door was to challenge the cognitive process, reinforcing facts from the book of evidence through the following approaches:

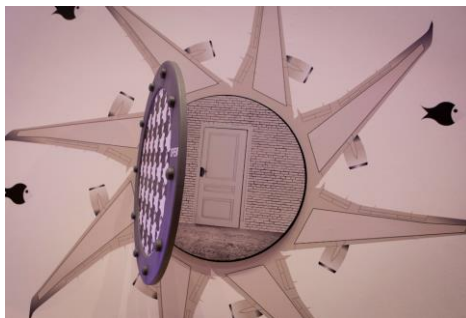
- PERCEPTION
- ATTENTION
- THINKING
- PROBLEM SOLVING
- MEMORY
- UNDERSTANDING



THE EVENT – Bringing Book of Evidence facts to life



Reaching 2.4m readers weekly across print and online, Independent News & Media titles dominate both the daily and Sunday markets.



21% of **Travel sales** are achieved through print advertising.



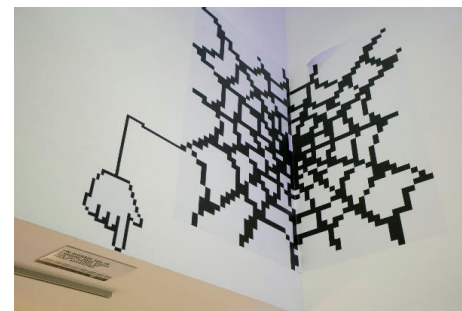
38% of test drives in the **motoring industry** are as a direct result of print advertising.



Print advertising is up to **1.5 times more effective** than radio advertising for the **retail industry** in delivering **ROI**.



Every €1 spent in Print Advertising returns up to **€39** for the **Retail industry**.



On average **10% of landing pages** are delivered by **print advertising**

Step 3

- **AN EXCITING JOURNEY AWAITS**
- **The Event**– Bringing the Book of Evidence to Life

Celebrating that all our guests were there because of a newspaper advertisement, a powerful opening was given by MC Brendan O' Connor, media personality and Editor of Life Magazine (Sunday Independent), on the value of real journalism.

Irish Illusionist and mentalist Keith Barry challenged our guests memory, attention and perception on the night through a mind bending performance.

Food and drink to challenge the sense was served on the night and providing the soundtrack to the night was DJ Mo Kelly.

An array of fantastic prizes were given away for memory skill and attention in absorbing book of evidence facts throughout the evening.

At the end of the night two lucky guests walked away with a trip to Cannes 2017.



Brendan O' Connor



Keith Barry



DJ Mo Kelly



THE EVENT – Bringing the Book of Evidence to life

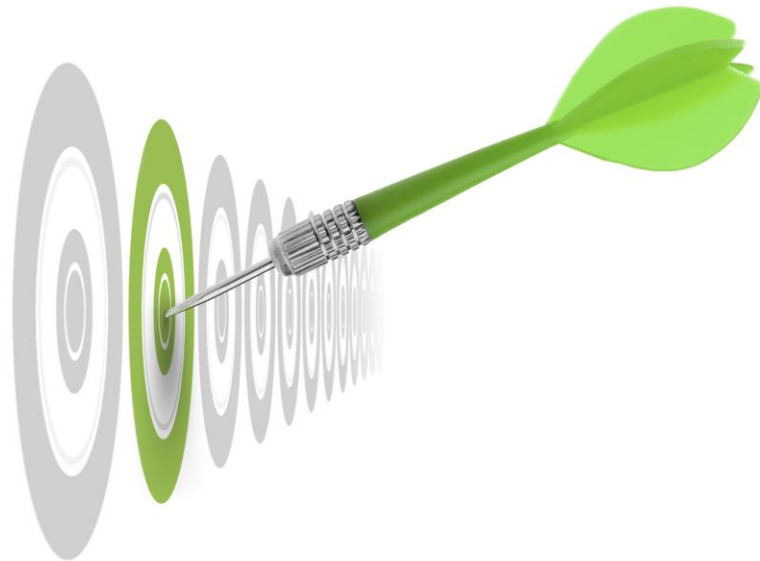




Results

- Utilising the effectiveness of press, delivering a bold direct and disruptive experiential campaign. Independent News & Media took the media industry on an exciting journey which allowed them to prove to themselves how essential print is in the media mix.
- INM delivered new consumer research proving the effectiveness of newspaper advertising which throughout the campaign was picked up across Irish Media and caused an array of social chatter.
- We celebrated the journey with an event that brought the *Book of Evidence* findings to life in an engaging and memorable way challenging perceptions.
- INM created awareness of the power of print by showcasing the human connection with print advertising.
- Client feedback commended INM for bringing new consumer research to the market in a new & exciting way.
- Following the event executed in November year on year advertising spend for Independent News & Media Ireland limited titles during the month of December grew for three of the four categories focussed on in the *Book of Evidence*.
 - Travel & Transport +8%
 - Motors + 13%
 - Retail +9% (Source: Nielsen 2016)

View campaign video: <https://www.youtube.com/watch?v=lrwoDXTjcQI&feature=youtu.b>



Selection of coverage & Feedback

MUMUKUT, NOVEMBER 26, 2016 CONTACT SUBSCRIPTIONS DIGITAL INM ADVERTISING



HOME NEWS FEATURES CAMPAIGNS JOBS EVENTS INM MAGAZINE

Home > News > INM's Exciting Journey Proves Print Advertising Drives 10% of Web Visits

NEWS

INM's Exciting Journey Proves Print Advertising Drives 10% of Web Visits

November 25, 2016

SHARE



Facebook



Twitter



Google+



Pinterest



LinkedIn

22



Twitter



INM Media Event: Celebration of the Power of Print. Chris Bellow / Copyright Fennell Photography 2016

Over 200 advertising and marketing professionals attended an Independent News & Media-hosted event in the Royal Hibernian Academy last night (November 24th) as part of the group's ongoing initiative to demonstrate the power of print advertising.

At the event, further details of the anonymous advertising teaser campaign which ran throughout November, were revealed.

The personalised print ads invited named industry professionals to join in 'an exciting journey' by visiting a dedicated website www.anexcitingjourneyawaits.com, where they would be in with a chance of winning one of two tickets to Cannes Lions 2017. The campaign, which ran across the Irish Independent, Sunday Independent, The Herald and The Sunday World, led the marketing community and readers alike to question who was personalising the print.

INM revealed itself as being behind the campaign, demonstrating that it was a print newspaper ad, that had brought media planners, buyers and industry professionals to the website, thus proving that the power of print advertising.

In May, the group published The Book of Evidence which demonstrated the important role print ads play in driving sales. The research was the largest piece of research independently conducted by a publisher in Ireland, spanning over 3 years and 20 million data points.

"This event was another step on the journey we want to take marketers on. We wanted to drive the message and prove that Book of Evidence finding that print is an integral part of the marketing mix, driving 10% of all landing page visits. As the leading media organisation in Ireland, it is important that we provide insightful information on the print industry and the benefits it continues to offer in a challenging environment. This event was a light and fun celebration, which successfully demonstrates the influencing power of the mind, the foundation of all good marketing," says Geoff Lyons, commercial director of Independent News & Media.

"With the media landscape shifting and changing at the whim of technology and consumer trends, it's sometimes hard to find facts. Print advertising is still an important part of the marketing mix, with companies utilising this channel as a means of reaching their target audience. This was highlighted through The Book of Evidence and it is again demonstrated through the 'Exciting Journey Awaits' campaign, which directly proves that 25% of all sales delivered by media are driven by print advertising," adds Karen Preston, group advertising director of Independent News & Media.

Newspaper body holds Dublin showcase aimed at advertisers

NewsBrands Ireland event aimed at highlighting effectiveness of print advertising

© Thu, Sep 15, 2016, 20:04

Updated: Thu, Sep 15, 2016, 20:19



Every €1 spent in print advertising returns up to €39 for the retail sector, according to recent research. Photograph: Alan Betson

- Google removed 1.7bn 'bad ads' from network in 2016
- Inside Track: Founder of iZest Marketing Jenny Taaffe
- Today FM looks for love as audience slides

Every €1 spent in print advertising returns up to €39 for the retail sector, the research commissioned by Independent News & Media and carried out by ty agency Ignite Research found.

Print advertising was found to be twice as effective as television advertising in delivering a return on investment in the automotive sector, while about a fifth of travel sales were found to be influenced by print ads.

Selection of coverage & Feedback



OUR STORY ARE YOU AN EMPLOYER? CURRENT OPPORTUNITIES GREAT ADVICE OUR BLOG CONTACT

01 2342527 | info@rightfit.ie

Blog

NOV
25
2016

Print: it's still shining according to INM

0 Comments



"More than 150 guests from leading advertising agencies turned out for a major event held by Independent News & Media (INM) last night at the RHA Gallery in Dublin.

A book of evidence was sent out to them in advance showing them the impact of newspapers as a key medium for advertising.

The stats are compelling, with every €1 spent in print advertising seeing a €39 return for the retail industry.

INM reaches 2.4 million readers across print and online, while, individually, 21pc of travel sales are achieved through print advertising and 38pc of test drives in the motoring industry are as a direct result of print advertising.

Marie Therese Campbell, Media & Events manager of the Advertising Institute of Ireland, attended the event, together with colleague Cecilia McLernon, Events Co-ordinator.

Both said the past year had shown that while the direction of advertising budgets was changing slightly in favour of social media, advertisers were "not ditching traditional media".

"Print is still working," confirmed Marie Therese.

The event was hosted by INM, with Karen Preston, Group Advertising Director, and Commercial Director Geoff Lyons present. DJ Mo Kelly was spinning the decks and the entertainment was provided by magician Keith Barry. And two guests won tickets to the Cannes Lions advertising festival.

INM ran a personalised print campaign targeting the key agencies, inviting them to come on an exciting journey."

This is an excerpt taken from the Irish Independent and written by Nicola Anderson. To read the great article in full, [click here](#).

Selection of coverage & Feedback



The screenshot shows the marketing.ie website with a blue header. The main navigation bar includes links for MARKETING.IE, ABOUT US, MARKETING TV, ADVERTISE, CONTACT, and BLOG. Below the navigation bar, there is a sub-header with the text 'Marketers' breakfast talk just a week away - Places to hear the three finalists in this year's Marketer... More -->'. The main article title is 'INM reveals all in Cannes teaser campaign'. The article features a photo of four people (three men and one woman) standing together, with one man holding a 'CANNES WINNER!' award. The text below the photo reads: 'Independent News & Media (INM) celebrated the 'power of print' at an advertiser event in the RHA Gallery as it explained the reasons for an anonymous advertising teaser campaign. A special night of entertainment was by over 200 marketers and media industry executives. The press campaign comprised teaser ads across INM titles.'

Independent News & Media (INM) celebrated the 'power of print' at an advertiser event in the RHA Gallery as it explained the reasons for an anonymous advertising teaser campaign. A special night of entertainment was by over 200 marketers and media industry executives. The press campaign comprised teaser ads across INM titles.

The ads invited named agency execs to join in 'an exciting journey' by visiting a dedicated website where they would be in with a chance of winning tickets to next year's Cannes Lions festival. Ads, which ran across the *Irish Independent*, *Sunday Independent*, *The Herald* and *Sunday World*, led readers to question who was personalising print.

In the second phase of the campaign, INM revealed itself as being behind the teasers, showing it was a print newspaper ad that had brought media planners, buyers and marketers to the website, proving the influence of print media, and supporting the recent '*Book of Evidence*' market research conducted for INM by Amárach Research, published in May.

The '*Book of Evidence*' econometrics study was the largest piece of research independently conducted by a publisher in Ireland, spanning over three years and 20 million data points. One specific finding was the high level of web traffic that is driven by print advertising: 10 per cent. By leading readers from print titles to online, INM proved the impact of print ads.

Sunday Independent journalist Brendan O'Connor spoke about the power of print from a journalistic stance. Magician Keith Barry performed for the guests and announced the two Cannes winners – Aisling Baker, Starcom and Brian Carolan, PHD. The event, organised by Pluto, included art installations, food experiments and music provided by DJ Mo Kelly.

The 200 guests included media buyers and creative agency staff from Carat, Core Media, First Advertising, Group M, Havas, Initiative, Javelin, Maxus, MEC, Mediacom, MediaVest, Mediaworks, Mindshare, OMD, PHD, Pierce Media, Starcom and Vizeum. The *Book of Evidence* study findings are available at <http://www.inm.ie/thebookofevidence/>.

Pictured above are Geoff Lyons, commercial director, INM, prizewinners Aisling Baker, Starcom and Brian Carolan, PHD; Karen Preston, group advertising director, INM

Selection of coverage & Feedback

FRIDAY 25 NOVEMBER 2016 THE HERALD

6 News

'Newspaper advertising is still working', agencies are told

Nicola Anderson

NEWSPAPERS would not get away with the fake stories that appeared on Facebook during the US elections because readers expect higher standards.

This was the message delivered last night to more than 150 guests from top ad agencies who attended a major event held by Independent News & Media, which reaches 2.4m print and online readers.

TRAVEL

Guests were told that €1 spent on print advertising sees a €39 return for the retail industry.

Individually, 2pc of travel sales are achieved through print advertising and 38pc of car test drives are as a direct result of print advertising.

Marie Therese Campbell,

media and events manager of the Marketing Institute of Ireland, attended the event at the RHA Gallery in Dublin.

She was joined by the institute's events coordinator Cecilia McLernon.

Both said the past year has shown that while the direction of advertising budgets is changing slightly in favour of social media, advertisers are "not ditching" traditional media.

"Print is still working," confirmed Ms Campbell.

MC was TV host and journalist Brendan O'Connor of the Sunday Independent, who told advertisers he has a great personal understanding of the power of what they do.

"I made one baby cry in a Mace ad and that's all I'm remembered for. That's the power of advertising."

TRUST

Mr O'Connor said some of the fake news stories had outperformed real news on Facebook during the recent US election.

"We brought you here to remind you why print is so great and we didn't have to do that because Facebook did it for us," he said.

"People want journalism they can trust," he said.



Eavan Murray, Sarah Harris and Claire Mc Elligott, all from Carat, at the INM event and (inset, from left) Lisa Kelly, Eoin Corrigan and Jennie Hickey, all from MediaCom

BARRY EGAN

@RealBarryEgan



INM Group Commercial Director Geoff Lyon and Marie Flood, INM Business-to-Business Marketing Manager at the RHA

Ad hipster alert at RHA

A host of advertising's brightest young things convened on the RHA Gallery on Thursday night to hear about the ultimate social network.

They sipped Aperol Spritzes, nibbled on delicious morsels, mind-blowing food combinations and enjoyed the childlike wonder of popping candy as they interacted with various specially commissioned works that graced the gallery for the night and messed with their perceptions.

They had their heads messed with even more by illusionist Keith Barry who wowed the crowd.

Our own Brendan O'Connor — fresh from wowing the nation the night before on his RTE show *Chasing Edge* — unveiled the social network with which he is engaged for 30 minutes a day during the week and 100 minutes on a

Sunday — followed by up to 900,000 people. What is this social network? Why, you're holding it! Print is having a moment as an immersive, tactile technology with huge engagement. Lots of likes and comments at breakfast tables all over Ireland. But then, dear readers, I didn't need to tell you that...

The hipsters and millennials of the ad industry were loving it, including Sandra Alvarez, Deputy MD of PHD.

Aisling Baker, senior client manager of Starcom, Austin Gleeson, Media Account Director of Javelin, and Carl Flynn, group trading manager of Denison Aegis, as well as the hipsters of Independent News & Media like *Irish Independent* editor Fionnan Sheahan, Group Commercial Director Geoff Lyon, Group Advertisement Director Karen Preston, and *Sunday Independent* editor Cormac Bourke.

Selection of coverage & Feedback



Following

Great fun entertaining the people of INM at [@rhagallery](#) tonight's. Lots of fun



RETWEET 1 LIKES 14

2:24 PM - 24 Nov 2016

1 14



Reply to [@KeithBarry](#) [@rhagallery](#)

INM_ie Retweeted

Carat Ireland [@CaratIreland](#) · Nov 24
Enjoying the [@INM_ie](#) custom !!

CARAT



1 2

INM_ie Retweeted

Eoin Healy [@eoinheal](#) · Nov 24

The brilliant [#KeithBarry](#) wowing the crowd at [@INM_ie](#) [#BookOfEvidence](#) event



1 2

Selection of coverage & Feedback

INM_ie Retweeted



ZenithOptimedia @zenithireland · Nov 24

They have the evidence [#powerofpress](#) @INM_ie



1 7

INM_ie Retweeted



Mark Lynch @marklynch69 · Nov 24

Well done @INM_ie sales team on a great trade campaign brilliantly executed [#believe](#) [#keithbarry](#) [#seenanadinanewspaper](#)

2 3

INM_ie Retweeted



IMJ @IMJ_Ireland · Nov 25

INM's Exciting Journey Proves Print Advertising Drives 10% of Web Visits [adworld.ie/2016/11/25/inm...](#) @INM_ie [#anexcitingjourneyawaits](#)



INM's Exciting Journey Proves Print Advertising ...
Over 200 advertising and marketing professionals attended an Independent News & Media-hosted event in the Royal Hibernian Academy last night (November 24... [adworld.ie](#)

1 5

INM_ie Retweeted



NewsBrands Ireland @newsbrandsirl · Nov 25

Brilliant event last night @INM_ie



INM_ie @INM_ie
Brendan doing his thing as we celebrate the power of print [#anexcitingjourneyawaits](#)

2 3



Independent
News & Media

The Book of Evidence | Campaign Results

Selection of coverage & Feedback

“Last night was fantastic, everybody talking about it in here...”

“Definitely one of the best media events in ages ...”

“Really enjoyed it , and winning, Still on cloud 9...”

“Best media owner event in a very long time...”

“Thought you struck exactly the right balance between educating the audience and getting them excited about the Power of Press...”

Extracts from client emails following the event

*Thank
you*





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