

THOMSON REUTERS

Client: Thomson Reuters

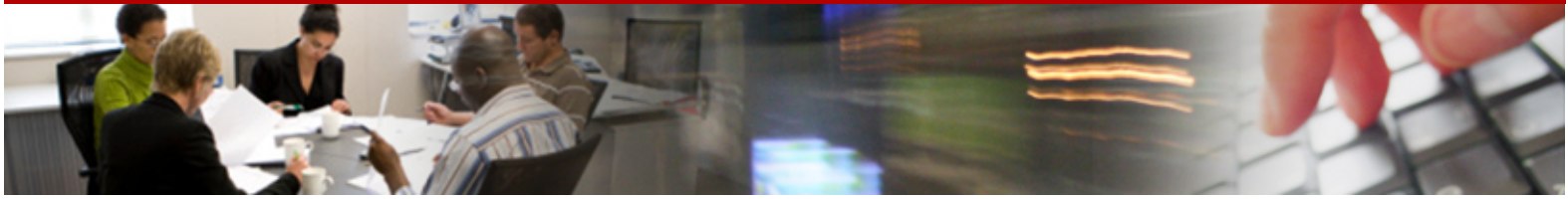
Thomson Reuters is the world's leading source of intelligent information for businesses and professionals, combining industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, scientific, healthcare and media markets, powered by the world's most trusted news organization.

Event: Thomson Reuters Legal Services Press Briefing
Period: April 6-29, 2009

Scope of Work:

- **Client Liaison.** Brief Thomson Reuters executives on event requirements, media handling, and corporate messaging
- **Press Material Generation.** Create a press kit comprising a corporate fact sheet, a press release, executive biographies, and background material
- **Media Liaison.** Invite media, manage attendance, and pitch the story and press release
- **Press Conference Management.** Moderate the executive presentation and media interface
- **Coverage.** Generate a minimum of 100 col. cm. of coverage, based on the standard expected coverage of one news release.

Conduct a post-event evaluation, covering key points, areas for improvement, and quantifiable results.



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Results:

- **Client Liaison.** Coordinated with the US, UK, and global Thomson Reuters Legal and public relations teams for aligned corporate messaging and provided a pre-event walk-through that ensured consistency of message and smooth event flow
- **Press Material Generation.** Crafted a corporate fact sheet based on publicly available and non-sensitive information, wrote the press release, and edited the background materials, all presented in an elegant press kit for the media attendees
- **Media Liaison.** Invited tier-one media, generating attendance of seven reporters from leading print and online publications, and pitched the press release to additional outlets for additional coverage
- **Press Conference Management.** Successful moderation by TeamAsia principal Michael Hamlin, staying on the message and eliciting relevant and timely questions and responses from the attendees
- **Coverage.** Over six times the expected media coverage in print and online, at 643.16 col. cm. with an equivalent media value of Php1,312,753.45 (USD29,172.30) within two weeks of the event.

Client Testimonial:

"Your team continues to impress. Thanks for all the excellent work you and your team have done for us. I am glad that we worked with you on our press briefing, as it has brought the outcomes we would like to have."

- John Shaughnessy, Thomson Reuters Director of Communications, and Roel Roque, Site Officer - Thomson Reuters Legal