



Event Marketing :: Health and Fitness Elite Conditioning Event

PROJECT HISTORY

A health and fitness studio located in the Camden Farmer's Market area of Dallas, Texas, presents the leading edge in techniques and principles that promote strength, longevity, vitality, and superior body movement. The studio wanted to conduct an exclusive, invitation-only athletic conditioning expo designed to reduce sport specific injuries, strengthen ligaments and tendons, and boost competitive edge.

CHALLENGE

The studio had just relocated inside the Camden Farmer's Market area and had a significant, growing word-of-mouth following, but wanted to maximize the number of athletes at the expo. Garnering the local and national media attention the client desired was an additional challenge.

APPROACH

Wendistry developed and executed a rapid deployment comprehensive public relations, targeting email campaigns, e-invitations to the event, a pre-event press release, article publication in re:d, Regarding Dallas Media's online presence, and an online advertising campaign to create "buzz" about the expo to the Uptown/Downtown Dallas consumer market.

Featured speakers and professional athletes included:

Michael Downs, former Dallas Cowboys #26 with 9 years of NFL experience, and Jason Bell, New York Giants #33 with 6 years of NFL experience.

SUCCESS

The client was extremely impressed with the success of the expo. All of the company's founders and partners were pleased with both the turnout and the extensive coverage by KDFW Channel 4 TV, WFAA Channel 8 TV, Telemundo T39, Univision, Dallas Morning News, K104.5 FM Radio, 97.9 FM Radio, 94.5 FM Radio, 107.5 FM Radio, and 1310AM "The Ticket" Radio.