



Carbon Market Expo Australasia 2008

Background

The inaugural Carbon Market Expo Australasia 2008 was Australia's first international industry-hosted carbon market trade fair and conference.

BBS managed media relations for the event, which drew more than 100 speakers, 96 exhibitors and over 1100 delegates from 24 countries. The event showcased the latest in carbon market technologies from both Australia and overseas.

Carbon Market Expo Australasia 2008 drew high profile speakers including:

- Senator the Hon. Penny Wong, Minister for Climate Change and Water;
- John Kilani, Director, Sustainable Development Mechanisms Programme, UNFCCC;
- James Cameron, Vice Chairman, Climate Change Capital;
- The Rt Hon Helen Liddell, British High Commissioner to Australia, former UK Minister for Energy;
- Professor Tim Flannery, Macquarie University and Chairman of the Copenhagen Climate Council; and
- Martijn Wilder, Partner, Baker & McKenzie.

Strategy

BBS was initially engaged to provide media relations for the event, but the role evolved into organising media partnerships, advertising and advertorial, media registration and management, liaison with exhibitors and speakers and event requirements including AV, interview room and media room set up.

BBS's media relations strategy aimed to:

- Raise brand awareness
- Attract sponsors

- Attract delegates
- Attract exhibitors
- Attract speakers
- Market the event to different industry sectors (financial, environment, business, mining)
- Keep climate change on the agenda (through the financial crisis)

Results

More than 1,100 delegates attended the event and the exhibitor space was fully booked, with a waiting list of businesses wishing to take a booth.

BBS secured media partnerships with:

- Bloomberg
- Thomson Reuters
- WME (Environment Business Magazine)
- Point Carbon

BBS was able to leverage off the partnerships for editorial, advertising and mailing lists.

BBS achieved widespread coverage in a mix of metropolitan, business and industry print as well as radio, internet and television. One of the challenges for BBS was to put the complex notion of carbon off-setting into terms that mainstream media and stakeholders could understand.

Working closely with exhibitors and speakers at Carbon Market Expo Australasia 2008, BBS produced a 'drip feed' media schedule in the weeks leading up to the event. Some of these included Credit-Suisse, Baker and McKenzie, ACCIONA, Barclays Capital, Gold Coast Mayor Ron Clarke, nabCapital, Parsons Brinckerhoff, The Hon. Andrew McNamara MP and Climate Change Capital.

media relations ■ event management

project brief