

# PR & Business Development

## ACROSS: Wine Tasting Roadshow

International independent trade medium for retail real estate in Europe. Editorial coverage focuses on interviews and expert opinion, latest retail and development trends and market news.

### Challenges

ACROSS wanted to increase their reach and build their profile in the UK market, doing so in an innovative way. Lodestar's deep knowledge and understanding of the market made it a good partner.

### What we did

- Analysed the market to identify appropriate target audience
- Worked with ACROSS to devise the Retail Talks and Wine Tasting event as an engaging way to build relationships with new business prospects.
- Initial debut in London, events in other cities to follow, with a proven concept.
- Researched and recommended suitable venues, event managed, ensured attendee turnout met with client goals.

### Results

- ACROSS objectives were realised raising its profile in the UK market
- 20 key decision makers attended
- Excellent feedback:
  - “Absolute privilege to join you...”
  - “...really excellent and rather special”
  - “Thanks to Lodestar and ACROSS for organising an excellent evening”
- As a result of this success three more events are planned in London, Hamburg and Warsaw.

