



Siemens Building Technologies

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International Trade Press Forum
Crescent Court Hotel, Dallas, Texas
100+ attendees

With 100+ International Trade Press converging on Dallas, Texas for information sharing and gathering, Siemens Building Technologies wanted to stress combined strengths and synergies with both SBT and Siemens as well as showcase new developments and current projects/clients within Dallas.

The Business Issue:

Siemens Building Technologies wanted their audience of trade press to:

- Learn about new Siemens Building Technology innovations and initiatives throughout the world including technological and market trends;
- Experience a behind the scenes look at SBT clients within Dallas Ft. Worth including Lockheed Martin, The Academy at Irving and the new SBT branch which includes their new Central Monitoring Station;
- Maintain a tradition of professional communication with some of the world's top trade press.
- Show their guests a balanced blend of information and hospitality.

Business Challenges:

Highlight new SBT developments and provide a behind the scene experience in only two days, with a variety of language and cultural barriers both comfortably and efficiently.

How our team rose to the challenge:

Hotel selection of the Crescent Court hotel offered a world-class experience. Centrally located, the hotel provided a European experience of shopping within walking distance, near the city center, as well as many multi-language speaking staff.

After a long flight to the United States the guests were pre registered to avoid any congestion or delays upon their arrival. A press lounge equipped with computers, high speed lines, phone and fax machines was available in order for them to easily communicate with offices and editors.

A welcome reception was held in the Garden Room and outside area the evening of their arrival, which allowed for networking, relaxation and enjoyment of the beautiful Dallas weather.

A custom set was created to fit seamlessly into the ballroom for the General Session as well as simultaneous interpretation of both German and English. The PowerPoint and press binders were also presented in two languages as well.

Meetings – Events – Communications

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To complete the Dallas experience an off-site party was held at Southfork (the Ewing Mansion from the television show Dallas) complete with a JR look-a-like, country band and rodeo. On the final day, before their flights back to Europe, the guests were treated to one last taste of Dallas and America: they toured the 6th Floor Museum (Kennedy Museum) and shopping at the Galleria.

What the client had to say:

"We would like to express our most sincere thanks to you and the Esprit team for the outstanding support that you gave us. We were able to rely on your dedication to meet all of our special requirements driven by our European culture."

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