



# CUSTOM PROGRAM CASE STUDIES



Through Haymarket Media's Custom Content Studio, PRWeek gives its partners an opportunity to benefit from deep expertise and an unparalleled global network for crafting the perfect custom program.

Our teams collaborate with you to shape the idea, create the right forum to share your thought leadership, and attract a targeted audience.

Whether partner content in print or on PRWeek.com, live event, curated eBook, video, podcast, newsletter, surveys, or other custom activation, we'll use our extensive reach in the industry to curate the experience, content and talent, and manage the amplification strategy.

The following will demonstrate just a few ways we've delivered custom programs for our partners.

**What can we do for you?**

## BURSON-MARSTELLER

New York | November 2017



PARTNER CONTENT / THE COMMERCE REVOLUTION

SHOPPING  
FOR A NEW  
EXPERIENCE

Consumers expect more from retailers than ever. Industry leaders met in New York for a panel, hosted by Burson-Marsteller, to discuss how millennials, mobile, and Amazon made brands rethink storytelling.

By Chris Daniels

Digital technology, more consumer data, growing customer segments, and other disruptive forces are fueling a continued revolution in commerce. In turn, crafting the proper message is more challenging than ever, but savvy retailers — and communicators in the space — are embracing the opportunity.

Burson-Marsteller worldwide chair and CEO Don Baer identifies "the four C's" — choice, cost, convenience, and connection — as the matters consumers care about most.

Digital and mobile tech has given way to an abundance of choice. Greater competition has driven down cost. Multiple delivery options — in store, on demand, and to the home — have

## The commerce revolution: shopping for a new experience

January 16, 2018 by Chris Daniels, Be the first to comment

Consumers expect more from retailers than ever. Industry leaders met in New York for a panel, hosted by Burson-Marsteller, to discuss how millennials, mobile, and Amazon made brands rethink storytelling.

Partner Content

f t in G+ SHARE 1



"How you engage, reach, and connect different kinds of consumers" is the key to success in the commerce revolution, says Burson-Marsteller worldwide chair and CEO Don Baer.

**The panel**  
Don Baer, Worldwide chair and CEO, Burson-Marsteller.  
Jessica Doyle, VP, comms, Etsy.  
Patrick Fitzgerald, SVP, integrated marcomms, FedEx.  
Blair Rosenberg, VP, corporate comms, Macy's.

**Keynote**  
Tom Bianculli, Chief technology officer, Zebra Technologies.

Digital technology, more consumer data, growing customer segments, and other disruptive forces are fueling a continued revolution in commerce. In turn, crafting the proper message is more challenging than ever, but savvy retailers — and communicators in the space — are embracing the opportunity.

For global public relations and communication agency **Burson-Marsteller**, PRWeek produced "Thriving in the Commerce Revolution," a live panel with content amplification. In addition to programming the event and recruiting expert speakers, PRWeek filled the audience with 40 Director-level and above in-house and agency comms executives.

PRWeek.com published a promotional feature of abbreviated event coverage as well as a full-length feature. A multi-page feature also appeared in PRWeek magazine.

The partner content was further promoted through PRWeek's most-read daily newsletter, the Breakfast Briefing, as well as to an audience of 125k across PRWeek's Twitter and Facebook.

## KEYNOTE

Tom Bianculli

CTO, Zebra Technologies

## PANELISTS

Don Baer

CEO, Burson-Marsteller

Jessica Doyle

VP, comms, Etsy

Patrick Fitzgerald

SVP, integrated marcomms, FedEx

Blair Rosenberg

VP, corporate comms, Macy's

## MODERATOR

Steve Barrett

VP editorial director, PRWeek

"PRWeek was a terrific partner in developing our custom event, 'Thriving in the Commerce Revolution.' The team worked hard to assemble a panel with a great mix of businesses and to develop a conversation that was both informative and closely aligned to our business objectives. It was a pleasure to partner with PRWeek on this event."

**Don Baer, Worldwide Chair and CEO, Burson-Marsteller**

# BAYER

Multi-city Series | 2017-2018

PRWeek, in partnership with international pharma leader **Bayer**, produced an intimate, multi-city series across Washington, DC, San Francisco, and Boston.

At each breakfast roundtable, 8 senior healthcare leaders—including several 2017 Health Influencer 50 honorees—gathered to discuss the challenges and opportunities that instill clarity and confidence within healthcare.

Bayer's SVP and Head of Communications Ray Kerins hosted the elite group while PRWeek facilitated coverage around the events including: a key takeaways sheet; a short-form teaser article on PRWeek.com; a longform promotional feature in PRWeek magazine; a highlight video of best roundtable moments and interviews; and dedicated podcasts.

Elements of the partnership were promoted in PRWeek's daily Breakfast Briefing newsletter and across PRWeek's Twitter, LinkedIn, and Facebook.

## PARTICIPANTS

**Ray Kerins**  
SVP, Bayer

**Karen Boykin-Towns**  
VP, corporate affairs, Pfizer Innovative Health

**Liliana Gil Valletta**  
co-founder and CEO, Cien+

**Larry Mickelberg, MD**  
life sciences agency lead, Deloitte Digital

**Eileen Sheil**  
exec director, corporate comms, Cleveland Clinic

**Geoff Teeter**  
VP, corporate relations, Genentech

**Jim Weiss**  
CEO and founder, W20 Group

...and others



"Being surrounded by executives...gave me a peak into the tremendous opportunity we have to disrupt, innovate, and improve America's health when we sit at the table, together to solve the same problems."

Liliana Gil Valletta, co-founder and CEO, Cien+





# eBAY, EDELMAN, EGON ZEHNDER

San Jose | March 2017



With e-commerce giant **eBay**, communications marketing agency **Edelman**, and executive search firm **Egon Zehnder** PRWeek collaborated on a half-day event around the big issues facing big tech.

In the heart of Silicon Valley, the day was kicked-off with a keynote by Facebook's VP of communications and public policy, Elliot Schrage, and LinkedIn's CMO and SVP of communications, Shannon Stubo. Following, PRWeek's Steve Barrett led four PR pros in discussion before an audience of 80 tech sector C- and senior-level PR and comms professionals. Several rapid fire breakout sessions ensured interactivity and networking among attendees. PRWeek also produced a dedicated podcast from the live event.

In support of this program, PRWeek created both a print and online promotional feature recapping the themes and biggest insights of the day. A highlights video was also produced and distributed across PRWeek's digital channels.

## KEYNOTE

**Elliot Schrage**

VP, communications and public policy, Facebook

**Shannon Stubo**

CMO and SVP, communications, LinkedIn

## PANELISTS

**Jennifer Kuperman**

head of intl corporate affairs, Alibaba

**Natalie Kerris**

former global tech chair, Edelman

**Dan Tarman**

SVP and CCO, eBay

**Amanda Roberts**

NA head, CCO practice, Egon Zehnder

## MODERATOR

**Steve Barrett**

VP editorial director, PRWeek

"We chose to work with PRWeek because of their stature as a leading media platform for the communications industry and their proven ability to bring together the right stakeholders. Every aspect of the event including planning and execution was done with great professionalism and the outcome was an excellent event here at eBay."

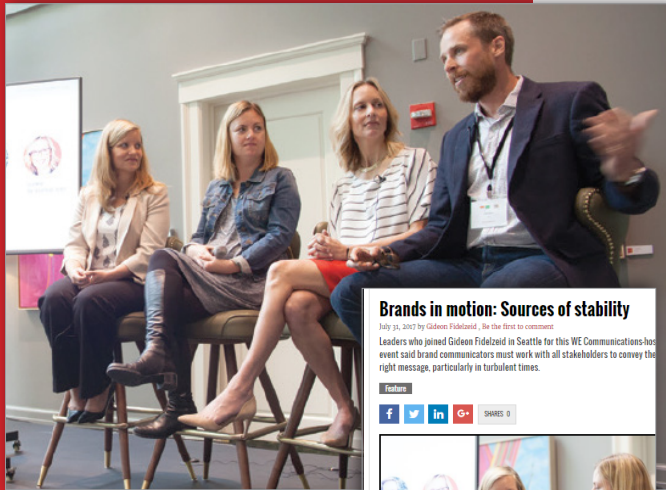
**Dan Tarman, SVP and CCO, eBay**

"The team's professional execution and ownership of the program was strong and it was a pleasure working closely with PRWeek to pull off a huge success!"

**Amanda Roberts, Chief Communications Officer, Egon Zehnder**

## WE COMMUNICATIONS

Seattle | May 2017

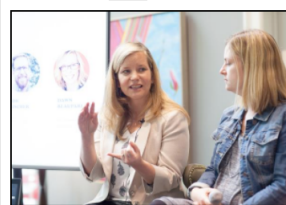


## Brands in motion: Sources of stability

July 31, 2017 by Gideon Fidelzeid, for the first to comment

Leaders who joined Gideon Fidelzeid in Seattle for this WE Communications-hosted event said brand communicators must work with all stakeholders to convey the right message, particularly in turbulent times.

Features



We're living at a time when sentiment on social issues such as climate change, gay marriage, and immigrant rights have diverged politically and publicly. Amid the volatility, brands have a huge responsibility and opportunity, say the communications leaders who gathered recently in Seattle for this WE Communications-hosted panel. Unanimously, they all agreed brands can offer direction, and leadership to consumers in this uncertain world.

provide that stability and trust over generations, administrations, and says Linda Mills, VP of corporate communications at Starbucks. "My job's so proud that I use Tide detergent just like she does. At that's something we take very seriously. We want to have that trust and faith from consumers in the brand."

ides of public perception in constant motion, companies must stand more than just their products or services to build that trust and faith.

know your North Star," suggests Rob Discher, director of comms at REI. "You've got to know your purpose as an organization. Why that and consistently speak up on issues and build that trust, you will be you play in the incredible, dynamic social landscape."

is on a quest for alignment between who they are and what they do. "That's very powerful at an individual level," adds Dawn Beauparlant, chief client officer at WE Communications. "And it's equally true for corporate entities smaller or younger brands get intimidated by the REIs and of the world."

## Consumer demands

And if brands fail to deliver, consumers will indicate their displeasure in impactful way. There are a couple takeaways from WE's 2017 Brands in Motion study:

58%

of consumers in the U.S. say they have something they believe in when it comes to brands.

48%

of consumers in the U.S. say they have something they believe in when it comes to brands.

## PANEL / BRANDS IN MOTION



## BRANDS IN MOTION: SOURCES OF STABILITY

Leaders who joined Gideon Fidelzeid in Seattle for this WE Communications-hosted event said brand communicators must work with all stakeholders to convey the right message, particularly in turbulent times.



Photo credit: Gideon Fidelzeid / WE Communications

"PRWeek was able to secure top-notch panelists for the event and fill the room. The coverage outcomes and amplification from the events were solid and allowed us to extend our message far beyond the people in attendance. The PRWeek team have been responsive partners to us and we look forward to working with them again."

Jennifer Granston, Global CCO, WE Communications

For public relations firm **WE Communications**, PRWeek assembled a panel of four top level brand leaders in a room of 65 in-house and agency professionals for "Brands in Motion," a program centered around the ways communicators craft the right message during turbulent times.

Starting the event with a keynote presented by Microsoft's VP of corporate communications, Frank Shaw, PRWeek continued the momentum by leading a panel comprised of leaders from Starbucks, REI, and Zillow Group.

Insights captured were live tweeted to PRWeek's audience of 75k and event coverage was promoted in PRWeek magazine as well as on PRWeek.com US and Asia.

## KEYNOTE

Frank Shaw

VP, corporate communications, Microsoft

## PANELISTS

Dawn Beauparlant

Chief client officer, WE Communications

Katie Curnutte

VP of comms and public affairs, Zillow Group

Rob Discher

Director of communications and public affairs, REI

Linda Mills

VP of corporate communications, Starbucks

## MODERATOR

Gideon Fidelzeid

Managing Editor, PRWeek



# CISION

## Integrated Program 2017-2018

Looking for a never-been-done-before, fully integrated program, global PR tech firm **Cision** partnered with PRWeek to bring a big idea to life.

Under the banner of Earned Media Rising, PRWeek created a multichannel, full year platform around earned media in PR, a theme important to Cision and to the PRWeek reader.

PRWeek created EarnedMediaRising.com in 2017, launching with a PRWeek-produced video interview with Cision CEO Kevin Akeroyd. In it, he and PRWeek's VP editorial director, Steve Barrett, discussed how communications pros can leverage tech and data to demonstrate PR's value to the C-suite.

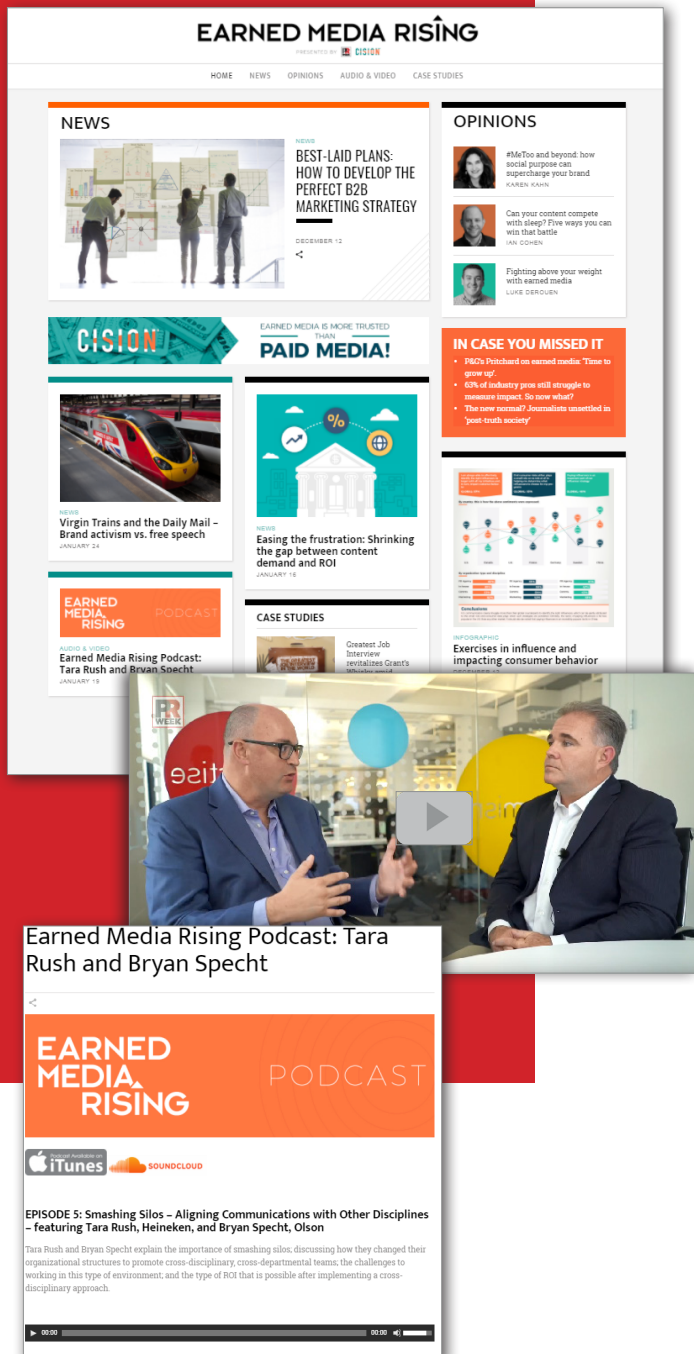
Over several months, Earned Media Rising would be populated with exclusive articles, interviews, infographics, case studies, and a dedicated podcast series, all around best practices, thought leadership, and trends in earned media.

"[Working with] PR Week was a natural decision given their unquestioned leadership position in the media landscape. We had high expectations and they were exceeded materially! The caliber of the content, thought leadership, programming, event coordination and production, promotion, and perhaps most importantly, the commitment from the entire PRWeek team to make this partnership excellent at every level made this one of our most successful partner ventures this year."

**Kevin Akeroyd, CEO, Cision**

"PRWeek has been a critical media partner for us in advancing research, thought leadership, and awareness around the concept of data-driven communications and the importance of earned media. Their involvement with our content has brought objective credibility to the topics that matter to our audience and helped push the PR and comms profession for a much needed change."

**Chris Lynch, CMO, Cision**





# CISION

On behalf of Cision, PRWeek conducted an expansive survey of CCOs, CMOs, SVPs and presidents in North America, United Kingdom, Germany, and across Asia to better understand the challenges PR professionals are facing. This resulted in an eBook, The Global Comms Report, which generated hundreds of valuable leads for Cision.

In continuing the conversation around the Global Comms Report, PRWeek planned and executed exclusive dinner events in New York, Toronto, Dallas, and Atlanta, with PRWeek sourcing the attendees, venues, and programming. Each event and their respective insights were covered on PRWeek.com.

Throughout the months-long partnership, PRWeek amplified each facet of the program through a series of dedicated e-blasts, extensive social media promotion, on-site banners, and editorial drivers, both on PRWeek US and UK.

## PARTICIPANTS

**Chris Kuechenmeister**  
VP, Communications, PepsiCo

**Catherine Blades**  
SVP, Corporate Communications, Aflac

**Desiree Fish**  
VP, Global Communications, TripAdvisor

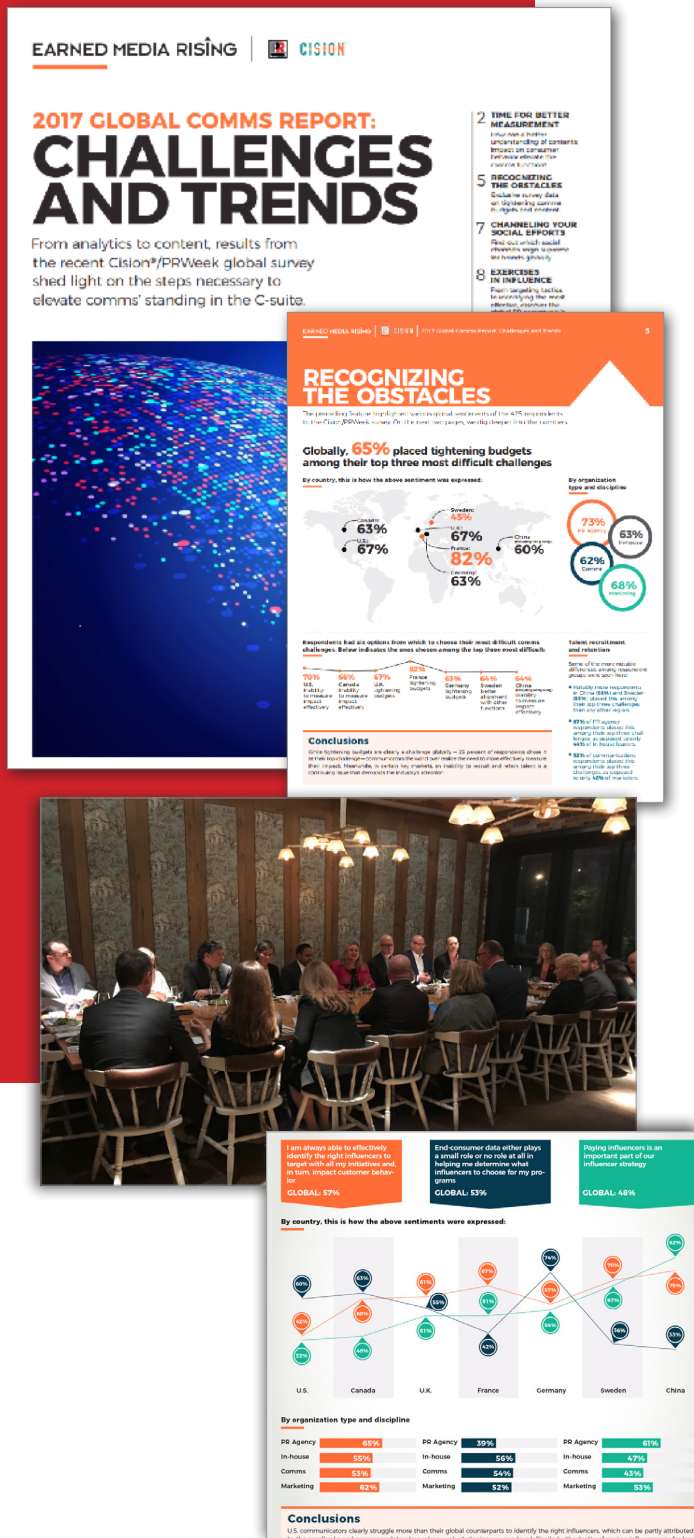
**Mohammed Nakhlooda**  
AVP, Corporate and Public Affairs, TD Ameritrade

**Sam Schoenfield**  
VP, Head of US Marketing Operations, MetLife

**Benjamin Trounson**  
Head of Corporate Communications, Tata

**Linda Rutherford**  
VP, Chief Communications Officer, Southwest Airlines

...and others





# Want ideas?

Put the Haymarket Custom Content Studio to work for your brand. From small scale to the truly scalable, our team of content, event, and marketing experts will craft the custom program that meets all of your brand's objectives.

---

Meghan Lynch  
(973) 943 1210  
Meghan.Lynch@PRWeek.com

Jennifer McLaughlin  
(646) 638 6123  
Jennifer.McLaughlin@PRWeek.com