



Central Region Award Winners Share Best Practice An IoIC Central Region Workshop

Date & Time: Tuesday 5th July 2011, 4pm – 8pm

Venue: Burton Room, The National Brewery Centre,
Horninglow Street, Burton upon Trent DE14 1NG



Cost: £35 for IoIC Members / £60 for non members
(price includes workshop, brewery tour, buffet and pint of beer)

Agenda:

- 4.00pm Coffee / Tea on arrival
- 4.15pm Welcome
- 4.20pm Case Study One: Molson Coors – Winning Publication
- 4.50pm Case Study Two: Premier Foods – Winning Strategy
- 5.20pm Questions & workshop wrap up
- 5.30pm – 7.30pm Networking, Buffet, Brewery Tour & Beer Sampling

Case Study One: Molson Coors – Winning Publication

A little publication that packs a big punch was the toast of this year's Central Region awards. The magazine – *Cheers*, produced by CPL for Molson Coors – was named the overall Tom Dawson winner, reserved for the best of the best in Central. *Cheers* was also named Best Relaunch Publication in the Central Region Awards and achieved an Award of Excellence in the IoIC National Awards (Class 8c: Newsmagazine up to 4 issues a year).

Case Study Two: Premier Foods – Winning Strategy

This highly effective communication campaign, which involved leadership in engaging Premier Foods' 16,000 employees behind the company's new Vision and Strategy won Strategy / Campaign of the Year at the Central Region Awards, Best Communication Strategy at the FEIEA Grand Prix Award and an Award of Excellence in the IoIC National Awards (Class 3: Single Campaign).

Places are limited. Please book now via email to brenda@ioic.org.uk

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