



Client:	<b>Cisco and KPMG – Launch of Media Technology Centre</b>
Keywords:	<i>launch planning, launch management</i>
Issue:	Cisco and KPMG Consulting designed and built a state-of-the-art Media Technology Centre at Stockley Park near Heathrow as a showcase for their systems integration expertise in the area of convergent media technology. The centre included technologies for video-on-demand and IPTV, as well as IP telephony, web-based customer self-provisioning and more. Cisco and KPMG wanted to launch the centre with a significant media and public relations campaign including a series of live demonstrations of the integrated technologies in action.
What we did:	We planned and managed the launch of the Media Technology Centre from start to finish. We helped the Cisco and KPMG management team define their key launch objectives and how they would know that these were met. We designed and managed the launch programme covering all aspects required to get the facility and its staff “ready, willing and able” to launch, including marketing, event management, press and public relations management, presenter training and more.
Benefit:	<ul style="list-style-type: none"> <li>▪ All staff and facilities ready to launch on time</li> <li>▪ Highly successful launch events generated a large volume of high quality press coverage and interest from customers and prospective customers</li> </ul>