

New Zealand Trade and Enterprise Better by Design



The brief

The brief for the Better by Design CEO Summit was to create a sell-out sales campaign and create highly-engaging leverage opportunities pre, during and post event to an influential and exclusive audience.

The Wright approach

Wright Communications worked with the Better by Design team to devise a communications plan aimed at raising awareness of the Summit to a target audience of influential business leaders. Central to this was working closely with influential media such as NBR, Fairfax Business and Idealog. Also integral was converting the audience from having their interest piqued to actually buying a ticket to attend the Summit.