



Strategic Account Management – One North East

One North East is the regional development agency (RDA) covering North East England. It is one of nine RDAs in England that were established to transform the English regions through sustainable economic development. The organisation's vision is to help create a vibrant, self reliant, ambitious and outward looking region, promoting the benefits of living, working and doing business here.

Objectives

ONE wished to raise the profile of its Strategic Account Management team and to produce up to date collateral to use as at a stakeholder event.

Approach

Having tendered successfully, Press Ahead worked with the SAM team to identify businesses that had been supported and then interviewed key personnel in each company to produce a series of case studies highlighting the different forms support might take. These were then used to form part of the content of a new brochure.

Results

A new brochure was printed to the agreed deadlines and the stakeholder event was a success. As a result the SAM team is currently considering undertaking more regular case study based PR to enhance the profile of its services to key regional businesses.

