

SPECIAL EVENT PROMOTION

Securing Big Headlines for Small Businesses

Behavioral Consulting of Tampa Bay

Just weeks before they were to open a new location in Wesley Chapel, Behavioral Consulting of Tampa Bay (BCOTB) hired Kim Francis Communications to help them promote the new location while increasing their brand awareness as experts in Behavior Analysis Therapy for children with Autism.

Connecting with the Autism Community

Because Autism is an issue that receives a great deal of national media attention, we began by looking at the upcoming activities where we could be active at the local level. We soon found that national Autism Awareness Month was fast approaching, as were charitable walks, health fairs and other opportunities to connect with the Autism community.

We also worked with BCOTB to create an open house event for their new location, featuring tours of the facility, testimonials from parents, and much more.

We positioned BCOTB as an Autism expert that reporters could turn to for their stories. This – coupled with the timeliness of the open house and other events – generated significant television, print and online media coverage including a national interview on *NBC Daytime*, and local features on *ABC News*, *Bay News 9*, *the Tampa Bay Business Journal's* Web site and more.

Business Benefits

The media hits were seen by millions of people across the country and were worth thousands of dollars in PR value, but more importantly:

- The exposure drove traffic to their Web site, with a 33% jump in hits during the week of the open house alone.
- 100+ families contacted BCOTB in response to a “free screening” offer that was promoted in the news and on blogs.
- BCOTB has signed on multiple clients directly as a result of their special event promotion, enabling them to help more children and families who are struggling with Autism.

