

MORE THAN



BIANCHI PeRspectives
WINTER 2020

5 Ways for Auto & Mobility Suppliers to Build on CES 2020 Momentum



CES 2020 is over. You did it. You and your automotive / mobility technology company stared down the gargantuan trade show that is CES and you had a presence there. You planned and organized ... scheduled ... and rescheduled. You strategized. You worked hard to get the attention of media and customers at an event where their attention was being pulled in 500 directions at once amidst a sea of technologies for autonomous, connected, electrified and shared mobility. Your CES was a PR success!

Now that it's over, you deserve to sit back, relax and take a breather

... but not for too long! Because now is the time to ensure that your momentum will keep going. The outreach doesn't have to stop just because the show is over. In fact, you might find that building upon relationships and successes created around the show can grow even more rewarding afterward.

So, after taking a moment to catch your breath, here are five ways that you should continue riding the wave of CES after you've left Las Vegas: [click here for the full article](#).

Beyond Results: 12 Expectations of Your PR Agency

Based on our firm's 27-year history - and a few client relationships that have lasted more than 20 years - we've learned there are also a number of things an agency can do to keep its clients happy.

Of course, results are ultimately the most important thing in the client-agency relationship.

Generating solid results, however, is just the start of a great relationship, according to many of the clients we've worked with over the years.

If you're a client, your peers think you should also be able to expect your PR firm team to: [click here for the 12 expectations](#).



Partners in CES 2020 Success!

With CES continuing to grow in importance as a global automotive and mobility technology show, the Bianchi PR team provided CES support to three clients at this early January event, which is held in Las Vegas and is the world's largest business-to-business trade show.

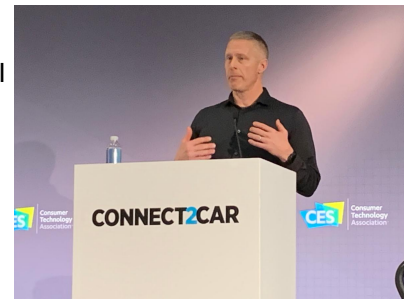
Bianchi PR:

- Assisted **Bertrandt**, a Germany-based €1 billion engineering partner to manufacturers, with media relations around the world debut of its **HARRI** innovation platform for digitization, autonomous driving, connectivity and electric mobility;



- Supported our PRGN partner in Silicon Valley, **Landis Communications**, in generating a standing-room-only press conference crowd and a full schedule of media interviews for LCI LiDAR client Velodyne; and

- Helped secure and leverage a speaking engagement for **Cooper Standard** CTO Chris Couch on the popular longest-running auto-focused conference track at CES, the **SAE Connect2Car@CES** sessions, where he introduced his company's **start-up and artificial intelligence (AI) initiatives**.



Check Out Our Latest "Meet the Media" Profiles

Have you seen the latest "Meet the Media" features on our blog? Twice each month, we profile a key journalist that covers our clientele. Here are the latest posts:



- **Tanya Gazdik**, Automotive Editor & Senior Reporter at MediaPost
- **John Voelcker**, Freelance EV Writer & Analyst
- **Angelina Czarnecki**, Reporter at *Automotive News TV*
- **Mike Millikin**, Founder & Editor at *Green Car Congress*
- **Alexa St. John**, Tech / Mobility & Suppliers Reporter at *Automotive News*

Meet Our Winter Intern...



...**Lily Dunnigan**, a senior at Oakland University, who is pursuing a Bachelor of Arts degree in communication with a minor in public relations. She'll be with us through the end of April, and expects to graduate in May. Learn more about Lily [here](#).

Our PRGN Teammate in Paris



Serving a wide range of business-to-consumer and business-to-business clients across a diverse span of sectors from the City of Lights, the **WE Agency** is Bianchi PR's Public Relations Global Network (PRGN) partner in France.

Founded in 1962, WE Agency is now entering its 58th year in business.

Offering a wide range of communication services, including corporate communications, media relations, crisis communications, media training, digital marketing, event management and video production, WE Agency expertise covers a wide range of sectors, including food, energy, environment, healthcare, agriculture, retail and transportation.

WE Agency clients range from such well-known brands as Accenture to Tropicana, from Citroen to Saint-Gobain, and from PepsiCo to Lays to the Louvre Hotels Group.

Over the years, WE Agency has won a myriad of awards for its client work, including the Grand Prix Top Com 2011 Business Award. WE Agency is an active member of the French PR association - Syndicat du Conseil en Relations Publics and the French Association of Communication Consultancy Agencies (AACC).

Leading its strong and experienced team of more than 25 communications professionals, President and CEO Stéphane Billiet plays a strategic role in the firm's success.

Billiet, who joined WE in 2012, has over 20 years of public relations experience. Before taking the reins there, he was CEO of Hill+Knowlton Strategies - Paris, where he counseled some of the world's leading brands and companies. Prior to that, he served as Associate Manager with TBWA, an international advertising agency.

Active in the French PR community, Billiet is a frequent speaker and author on matters related to public relations and reputation, and is an adjunct professor in the school of information and communication sciences within the University of Paris Sorbonne.



WE Agency President and CEO Stéphane Billiet

Here is the agency's self-description:

"WE Agency is the agency of the singular. WE Agency is convinced that brands, companies and their managers must grow their uniqueness and singular voice to be heard, understood and preferred."

Its key tenets are genuineness, independence, belief, cooperation, creativity and result-oriented culture.

As our PRGN partner, the WE Agency team has provided stellar local media relations and PR support for our clients who needed assistance in France, including help at important events such as the Paris Air Show, the world's premier and largest event dedicated to the aviation and space industry.

If you are looking for communications support or local market knowledge and insight from seasoned communications professionals in France, let us connect you with Stéphane and the WE Agency.

And if you need local expertise in any other key markets around the world, let us introduce you to one (or more) of our 50 **PRGN partners** spanning Asia, the Americas, Europe, Africa, Australia and

the Middle East.



STAY CONNECTED

