

# GLOBAL FOOD SAFETY INITIATIVE

## Case Study

In 2017, the Global Food Safety Initiative (GFSI) held its 16th annual Global Food Safety Conference in Houston, marking the first time the conference would ever be held in Texas. Murnahan Public Relations was contracted to assist with media relations for the event, as well as planning, documentation and content creation.

### The Challenge

GFSI anticipated a record 1,200 attendees from 60 countries, with delegates representing all sectors of the food industry. Additionally, representatives from more than 20 countries were expected to converge before the conference for a "G30" summit on food safety and international collaboration.

Securing on-site coverage while simultaneously providing support for a global media network covering the conference from afar would be our biggest challenge.

### The Solution

Here are some of the tactics we used to engage media and drive event coverage:

- Developed a target list of 2,200 media outlets from 90 different countries.
- Orchestrated a media tour of the nationally recognized Karbach Brewing Company in Houston.
- Launched the conference with a media event featuring announcements from the CEOs of seven different food giants. GFSI also used this media event to announce the publication of its highly anticipated Benchmarking Requirements V7.
- Organized a second news conference to announce the unprecedented public-private partnership between GFSI and the Mexican National Service of Health and Agro-Food Quality.
- Launched the website BoilerPlateNews.com/GFSI, which provided background on speakers, summaries of conference sessions and much more.
- Produced two GFSI-focused human interest videos which received nearly 40,000 views on YouTube and countless additional hits on conference video platforms.
- Wrote, designed and produced a number of collateral pieces, including a 97-page Clip Book stories documenting GFSI's impact over the previous year.

### The Results

Our media outreach efforts resulted in an estimated 600 published stories reaching hundreds of millions of food safety industry representatives around the globe. The coverage also helped GFSI establish valuable new relationships with various trade publications.

