



# Liz Male Consulting

## IBP Communication and PR Awards Best Business Communications Campaign

*Promoting UK Construction Week's diversity, equality and inclusion policy*

### Client objectives and brief

The annual UK Construction Week (UKCW) exhibition and seminar programme is run by publisher and events company Media 10.

Media 10 asked us to help launch UK Construction Week's new guide for its 600+ exhibitors to promote greater equality, diversity and inclusion in their marketing at the show; including a new code of conduct for exhibitors, which includes stand design and staffing.

Media 10 had been working on its diversity standards for more than two years. It developed the guide with the help of a new steering committee, made up of representatives from all parts of the industry who attend the show, including Balfour Beatty's senior planner and LGBT Network co-chair, the Group HR and diversity manager at Willmott Dixon, and diversity and inclusion director at RICS.

This is the first time that any major trade show has set standards on diversity, including the use of promotional staff on exhibition stands, and Media 10 wanted to ensure that every exhibitor and the broader construction industry was fully aware of its policies.

The client wanted to position UK Construction Week as an inclusive event that takes equality and diversity seriously, in light of the criticism it faced following the 'Las Vegas show girl' stand used by one exhibitor at UKCW 2017.

It also wanted to show that UK Construction Week has made a strong and meaningful commitment to promote the benefits of diversity for the advantage of the whole construction sector.

This campaign had an immediate effect, achieving fantastic news coverage for our commitment to diversity and for UKCW as the largest construction trade show in the UK, and leading to a measurable upturn in business.



**Sema Tezel-Basbug**

Senior Marketing Manager  
UK Construction Week

### Name of category:

Best Business Communications Campaign

### Title of work:

UK Construction Week Diversity Policy

### PR consultancy name:

Liz Male Consulting

### People:

Liz Male, Emma Sisson

### Company name:

UK Construction Week (Media 10)

### Budget:

Less than £10,000

### Address and contact details:

18A High Street, Olney, Buckinghamshire, MK46 4BB  
Tel: 01234 712 279



UK Construction Week is the UK's largest construction trade event

## Strategy and methodology

While the UKCW team had been preparing to contact its stakeholders about its new code of conduct for a while, there was a natural concern and nervousness that in talking to the media it could whip up another wave of negative publicity about the show and unleash the trolls on social media.

However, following a BBC piece on the use of pole dancers at the ICE Totally Gaming show and the recent outrage about the Presidents Club dinner, we advised UKCW to press ahead with the public announcement as quickly as possible and to take a leadership role.

Within 24 hours we had prepared the media pack and contacted Jonty Bloom, business correspondent at the

BBC, securing an exclusive preview of the news, before distributing the story more widely.

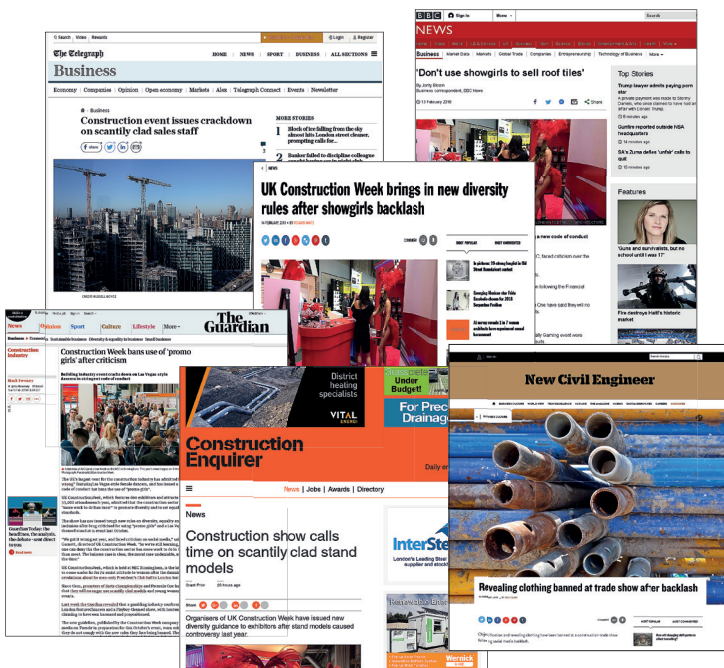
We provided media training advice to UKCW director and spokesperson, Nathan Garnett, over the phone, and arranged a series of national and regional interviews over the next 48 hours.

We advised UKCW on the messaging and tone to adopt, not only to announce the new code of conduct but also to accept that mistakes were made at UKCW 2017.

This proactive strategy enabled us to position UKCW as taking an open and responsible attitude, helping to re-position it as a leading example in the drive for diversity and equality in the industry – UKCW was now an important part of the solution, rather than part of the problem.

LMC shares our passion for the construction industry and takes pride in its work. It's great to have a supportive agency that works in partnership with us. The team is very knowledgeable and we fully trust in the advice that LMC offers.

**Sema Tezel-Basbug**  
Senior Marketing Manager  
UK Construction Week



Significant national and trade press coverage was achieved

## Measurement and evaluation

We set clear key performance indicators, enabling us to accurately measure the success of the campaign. We categorised each KPI by reach (visibility), response (awareness), resonance (interest) and return (action).

### Reach (visibility)



19 radio and TV appearances and mentions, with estimated reach of 13.5 million.

- Including BBC Radio 4's Today programme, BBC News 24, BBC World News, BBC Radio 1 and Radio 2, Talk Radio, Palm FM and 11 regional BBC radio stations.



UKCW director Nathan Garnett was interviewed on BBC Radio 4's Today programme



71 pieces of national, international and trade print and online coverage with a total readership of over 2 billion and an estimated 6.3 million views.

- Including national press coverage in The Times, The Guardian, The Daily Mail and The Sun.
- Online coverage on BBC and ITV News websites, Reuters, This is Money, The Guardian, The Telegraph, The Times, The Daily Mail and The Sun websites.
- Online and print coverage across a wide range of key industry titles, including the Architects' Journal, Building, Dezeen, New Civil Engineer, Construction Manager, Construction Enquirer, Building Products etc.



Average domain authority for online coverage was 52/100, which was excellent.

- Generated 39 new (follow) links to the UKCW website and its code of conduct.

### Response (awareness)



Achieved 100% awareness among UKCW exhibitors about the new diversity and inclusion policy, as measured by calls made by the UKCW sales team.

### Resonance (interest)



Website visits spiked to nearly 9,000 on the day of the TV and radio coverage, double that of the days before and after.



Gained 3,760 shares of the media coverage on social media within a couple of days. Social media sentiment among construction industry influencers was entirely positive.

### Return on investment



Gained 41 new exhibitor enquiries for UKCW during the week of the announcement, double the usual weekly average of 20.



Increased number of newsletter registrations by more than 50% compared to the same period the year before.



Shortly after UKCW's story hit the headlines, the FIT Show and MIPIM both issued their own codes of conduct. UKCW's leadership has fundamentally changed what will now be allowed or seen as acceptable by exhibitors within the construction industry.

When we initially met LMC we were very impressed with their skills, knowledge and experience. It was also very refreshing to talk to a consultancy that is highly strategic and able to come up with lots of different new ideas, rather than just do the work that we ask for.

**Sema Tezel-Basbug**

Senior Marketing Manager, UK Construction Week