

Case Sample: Czech Republic



Czech Day 10 Major Cities in China in 2006

From May 12 to June 25 this year, Czech Tourism is holding Czech Day Promo Event in 10 Major cities in China, including **Beijing, Shanghai, Guangzhou, Hong Kong, Xi'an, Hangzhou, Haikou, Qingdao, Harbin, and Shenzhen.**

During the Czech Day, crafts were showcased. The Czech Cuisine was served to the citizens. A special workshop is also organized for the Czech delegates and the China companies for their business cooperation. Evening Reception with traditional Czech Dancing and Singing is memorable.

Lavender Media is responsible for Media Relations, Press Conference Organization, event management, Media Coverage Planning, Follow-Up, Coverage Report, Clippings, and Advert Buying for Czech Day in 10 major cities. It turns out to be a success. In these 10 cities, Media Advert Buying are targeting right. Media Report is scheduled in three steps: before the event, on-the-spot, after the event, which boost the Czech Tourism, Culture, Business and Investment greatly.

