



For immediate release
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TLC takes the office to the client

The events industry has always been about people but with a client base that is global and time sensitive when it comes to securing face to face meetings, new ways of engaging need to be found.

“People buy people”, says TLC’s Managing Director Diogo Assis, “and that means the whole team, not just the sales faces of the organisation”. However many of the talented specialists who conceive plan and deliver events in Portugal, rarely come into contact with prospects, only clients, yet all make a significant contribution to client programmes.

Assis wanted to find a way to show the values and personality of the company using a medium that would engage with a global audience. Many are under time pressures and thus the traditional face to face meetings becomes more difficult to achieve and costly to attend especially given recent interruptions caused by volcanic ash and strikes.

The company has created a video credentials which takes the office to the client and it cleverly blends the values of the company, the personality of the team, client work and Portugal. Two versions were commissioned enabling TLC to use the credentials on its website, social media platforms as well as being a tool for its global sales offices.

The video was launched at IMEX in Germany and the reaction measured by viewings has exceeded expectations and equates to the equivalent of 62 days it would normally take to secure appointments. “

Our objective is always to meet face to face but given that this is not always possible these days we feel the video credentials is a succinct way of bringing TLC to the client”, concludes Assis.

Further details and the video can be viewed on http://www.tlc.pt/abt_who.php.

Note to Editor

TLC is a privately owned Destination Management Company that conceives, plans and delivers fantastic events in Portugal. It employs a team of 13 skilled professionals from its head office in central Lisbon.

The company has a global client base and is active in all the key industry sectors that use events as part of their communications and marketing mix namely; automotive, financial and professional services, pharmaceutical and telecommunications and IT.

It has two sales offices representing them in the UK and the USA, these being key markets. The company is also experiencing growing business from the emerging South American markets.

The company embarked on a transformation programme two years ago to better serve its clients and this has resulted in a steady growth resulting in their premier position as one of Portugal's leading companies in this sector.

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