

case study

Baker Hughes - Hospitality "Welcome to the Neighborhood"

Client Objective: Baker Hughes, a top tier oilfield services company based in Houston was looking to throw a "Meet the Neighbors" event in honor of the grand opening of their new service facility in Mt. Pleasant, PA. The goal of the event was to increase the overall awareness for it's new state-of-the-art facility within the corporation and throughout the Mt. Pleasant community.

Why They Chose The Kerry Group: Because we have the expertise to coordinate and execute carefully orchestrated events that include creating the venue from scratch.

Working with a limited timeline and more importantly a limited budget we created a hospitality area for over 200 guests and VIPs. It started with the traditional ribbon cutting, followed by the usual celebratory speeches, a catered lunch and entertainment for all attendees. The show came after lunch when guests were treated to a behind the scenes tour of the new expansive facility. Inside attendees had the opportunity to engage with brand managers, industry experts, engineers, and multiple displays to learn about the company's product lines.

The Kerry Group designed and produced a festive, yet professional environment that included large LCD screens showing branded content, informational literature stations and key branding opportunities throughout the venue.



The Results: Over 200 employees, and their guests, company executives, community leaders, influencers and a sitting member of the United States House of Representatives attended the event.

The event provided the perfect platform to introduce Baker Hughes as the new kid in town.

As the new neighbor it was critical for the client to put their best foot forward and to let community leaders meet with the new employees and management.

The event provided the best opportunity to help everyone better understand the work Baker Hughes does, and the company's key philosophy about working in, and giving back to the community.

