



**ALLEGRAVITA**  
 北京乐微塔营销咨询有限公司  
 PR & STRATEGIC COMMUNICATIONS  
 FOR CHINA AND THE WORLD  
 公关传媒·专注中国·服务世界



London's historic Borough of Greenwich (home of Greenwich Mean Time) engaged Allegravita on two occasions in July 2008 and March 2009 to improve its publicity among tourists in China.

Greenwich wanted to promote its position as a leading European hub to industry sectors of inward investment, tourism, higher education, creative industries, sports management, Olympic sponsorship, general education, culture and general bilateral opportunities, beginning with an exclusive event in Beijing.

**OUR PLAN:**

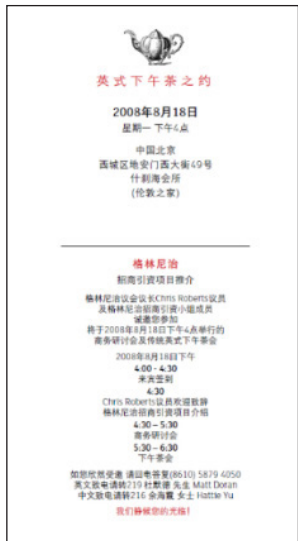
After considering various event concepts which would cut through the Olympic Games-time clamor, Allegravita determined that a traditional English tea party had an excellent chance of attracting key Chinese influencers during the Olympics. The venue was to be London House, only several kilometers from the Beijing Olympic "Bird's Nest" stadium.

Allegravita was responsible for concept development, run-sheet advisory, graphic design and set dressing, government, media and participant guest list creation and management, and event-time staffing (including media interviews with VIPs). We designed and branded the venue and hosted media representatives, ensuring that there was at least one media or senior editor per industry sector at each table. Allegravita provided AV support and all video and photography of the event.

**CASE STUDY: GREENWICH BOROUGH GOVERNMENT**

**IMPLEMENTATION:**

Even though the target was eighty participants, the Tea Party attracted more than a hundred participants and was flawlessly staged. Allegravita produced marketing collateral that was widely complimented by guests.





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**RESULTS:**

The 2008 ceremony produced many positive clippings in China. The Greenwich government was very satisfied with Allegravita's work and served as the basis to justify Greenwich's PR campaign for their ramp-up to the 2012 London Olympics. At Greenwich's behest, in 2009, Allegravita presented 21 potential story descriptions for their use during 2009 and 2010.

