

Product Launches

When first impressions count

After years of research and millions invested in development it is time to launch your product into the marketplace. This is when you need your audience not just to see your new product, but to be involved in a 'Brand Experience' that encapsulates your vision, message, values and culture.

We understand how essential this is to any successful launch, whether it is for a new insurance product, a chocolate bar or a £100,000 sports car. Our experience in launching hugely successful products for clients in industries as diverse as pharmaceuticals, automotive, telecoms and homewares has honed a team that is both professional and as passionate about your brand as you are.



How can we help

It's your choice! You may need a few or all of our services:

- Creative communications strategy and implementation
- Event concept design and branding
- Venue sourcing, contract negotiation & supplier management
- Logistics and roadshows
- Technical production
- Video
- Third-party liaison
- Pre and post launch market research
- Invitation, on-line registration and information management
- Delegate management
- Risk assessment, security and staffing
- Catering, entertainment & celebrity speakers
- Transportation and accommodation
- Data capture, evaluation and feedback
- Financial reconciliation and budget management



Fresh thinking, inspired concepts
and creative solutions

p&mm
events and communications

Why clients invite us to work with them

Our clients benefit from working with us because:

- As one of the major events and communications companies in the UK we have greater buying power and preferred supplier relationships
- We are ISO and Investors in People accredited.
- We have financial security through floatation on the AIM, at the London Stock Exchange
- Our creativity and unique approach delivers events that have won an unprecedented number of industry awards year after year



Who we work with

P&MM work with blue chip companies, trade associations and businesses in the UK and Europe. Clients span a wide range of industries including:

- Automotive
- Finance
- IT
- Manufacturing
- Pharmaceutical
- Telecommunications
- Utilities
- Multi level marketing
- Printing solutions



With over 40 years experience, P&MM's events and communications team are specialists who bring a wealth of international experience to creating world class events. If you want to see why product launches we work on win awards give us a call.

Whatever kind of launch event you are looking for, P&MM can get it off to a flying start.

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