



Ruddy Nice

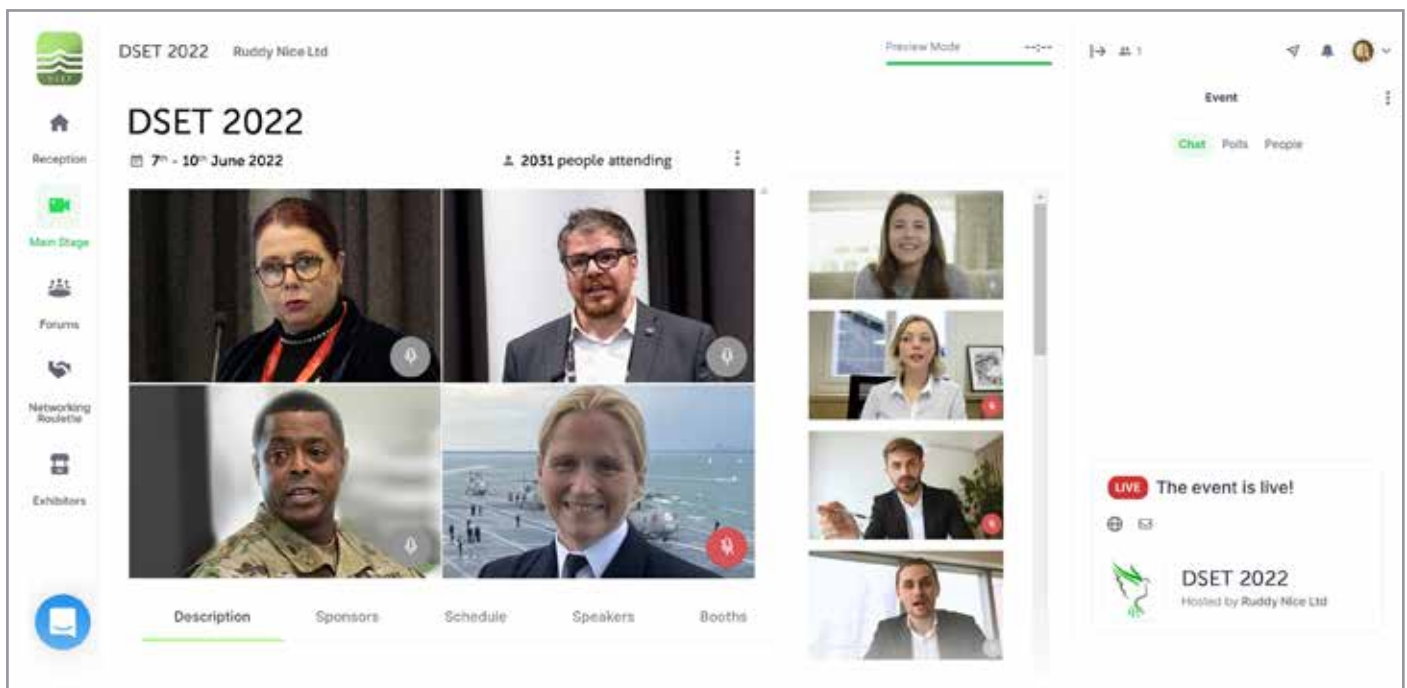
Future Thinking PR & Marketing
for Aerospace & Defence

Services

www.ruddynice.com

Virtual Events

Innovators in delivering to Aerospace & Defence



Virtual Events are here to stay and we can take the hassle away by providing you with a full event package. Our experience in delivering virtual events for clients means that we provide a seamless delivery of your event to help inform and educate your audience - **resulting in growth** of your potential customer base.

Packages Includes:

- 2 hour event hosting on the Hopin platform.
- Chair person to guide and deliver event and Q&A.
- Questpanel invite and co-ordination.
- Promotion of the event to email list and through social media.
- After event recording and follow-up.
- Attendee networking rooms and networking roulette.
- Company virtual booth for showcasing and live demos.

Example Event:

- 13:55 - Event opens
- 14:00 - Welcome and introductions by chair person
- 14:15 - Guest speaker 1
- 14:30 - Guest speaker 2
- 14:45 - Company Speaker
- 15:30 - Company demo and networking
- 16:00 - Event closes

Organisation

MONTH #1

Select topic; co-ordinate speakers and build virtual event.

MONTH #2

Create promotional materials and co-ordinate event details.

MONTH #3

Promote event; co-ordinate speakers and rehearsals.

*Photos must be provided for all speakers.

"Building on digital innovations from their previous events we strongly support UK-based Ruddy Nice experimenting with new hybrid approaches to running conferences."

Andy Smith, President Halldale Group

Examples events:



HAPTECH DEFENSE SYSTEMS

Roundless Technologies



NOVATECH

Optimizing Your Tech for Simulation, Training & Defence



VIGILANTE

Importing models into simulation engines



DEFENCE WOMEN'S NETWORK

Full virtual event delivery

Talk to us about hosting your virtual event. Contact:
abbiepierce@ruddynice.com



Event Organisation, Delivery & Hosting

Making events easy and maximising your visibility

Complete delivery of your event from start to finish

We can deliver your booth at an existing event from design to build, provide organisation of an entire event, or support your event delivery team. Whether it is your first industry trade show event or your 100th, you want your booth to attract visitors and make demonstrations easy.

Event Delivery & Hosting Includes:



Client meeting to establish aspirations and goals

Individual booth stand or part of collective booth/stand

Booth design with preview for client approval

Booth delivery, set up and tear down

Booth hospitality provisions to specific client requests

Introductions to key individuals during the event and visitors to booth

Business Development Support

Connecting you strategically within the Defence Sector

If you are a start-up needing to attract new business or an existing organisation expanding into a new sector - we can be the driving force. Ruddy Nice has a large network and great reputation within the Aerospace Defence sector and Military Simulation and Training industry to be able to make introductions and attract your target customer.

Business Development Support Includes:

Client meeting to establish aspirations and goals.

Strategic activities to connect with targeted individuals and organisations to drive business

Personal introductions to key individuals

Capability Days

Talk to us about BD Support.
Contact: markmears@ruddynice.com



Capability Days

We love helping your business grow

Demonstration days with a key audience hosted in person are an ideal way to showcase your product or service to really drive your business. We work with you using our experience, network and imagination to create a bespoke event that will showcase your organisation effortlessly to attract new business.

A Capability Day Includes:

Client meeting to establish aspirations and goals.

Planning and organisation of capability day.

Promotion through email newsletter and social media (audience size 4K)

Personal invites to organisations and individuals relevant to your target audience and business objective.

Provision of photographer and videographer to record the day's events.

Attendance on the day to ensure smooth delivery.

Marketing

Marketing with Military knowhow

If your marketing has taken a back seat, or you don't have time to make focused efforts, creating a bespoke marketing strategy can give your organisation the boost it needs. Establishing goals and creating a strong strategy with key messaging for you or your marketing team to follow will get your organisation noticed by your ideal potential customer.

A Marketing Strategy Includes:

Client meeting to establish aspirations and goals.

A complete plan for 12 months with targeted activities specific to your business to achieve those goals.

3 monthly check-in meetings over 12 month period to progress delivery of the strategy plan.

Talk to us about Marketing.

Contact: louisehart@ruddynice.com



Press Releases

PR with integrity

When you have business development news or a product or service launch to shout about, how do you get your message out to your target audience? A targeted press release written by our experienced copywriters is an ideal way to really get your organisation on the radar.

Branding:

Delivery of a full branding service. We work with organisations to fully understand their business goals, ethos, and strategy to provide a full suite of branding assets and guide.



Social Media Campaigns

Putting the fun back into marketing & PR to grow your audience

Social media gets the best response when it is planned to align with your overall business goals. Our social media experts create and implement attention-grabbing campaigns to get the best results possible from social media and reach your target audience, and drive business.

A Social Media Campaign Includes:

Client meeting to understand business strategy and establish aspirations and goals for the social media campaign.

Establish target audience and channels for the campaign to cover.

Review of existing content and establish new content required.

Option for Imagery to be provided by client.

Or provision of photographer and videographer to create new imagery content.

Key messages established to form the focus of the campaign.

Captions drafted and approved by client before posting.

Content calendar posting plan provided and approved by client.

Posts to co-ordinate with relevant calendar days and events.

Evergreen campaigns, of the moment campaigns or a combination of both.

Paid Social Media Campaigns

Projecting reach and generating leads to achieve your business goals

Paid social campaigns are a sure way to grow your following and direct your posts towards your target audience. Campaigns with a key message and clear offer with a call to action will drive the right kind of business and create leads for your organisation.

A Paid Social Media Campaign Includes:

Client meeting to understand business strategy and establish aspirations and goals for the social media campaign.

Establish target audience and channels for the campaign to cover.

Review of existing content and establish new content required.

Option for Imagery to be provided by client.

Or provision of photographer and videographer to create new imagery content.

Video editing to create video with key messages and call to action.

Key messages established to form the focus of the campaign.

Captions drafted and approved by client before posting.

Content calendar posting plan provided and approved by client.

Posts to co-ordinate with relevant calendar days and events.

Monthly report provided to client.

Event PR & Marketing Support

Your ally to Aerospace and Defence

Marketing is a big part of getting your event right. **It is important, but often gets overlooked by more urgent daily tasks.** We can take this part of the work out of your hands to provide you with a strong PR and marketing strategy to get your organisation noticed and make the event even more successful for you.

Event PR & Marketing Support Includes:

Client meeting to establish aspirations and goals.

Press release

Media Pack

Co-ordination with key media

Evergreen posts

Daily live event posts

Content calendar for schedule and captions approved by client



CEO Tess Butler



Ruddy Nice

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a Ruddy Nice event

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