

Talking to the international power media

At the end of January this year, Wärtsilä played host to a group of international power and energy trade magazines in Vaasa. Some 24 magazines were represented by their editors or journalists in the two-day 'Power of Vaasa' press event.

Wärtsilä was joined in this unique press event by five other Vaasa-based companies who all supply products and services to the global power and energy markets. The other companies were Citec, KWH Pipe, Vacon, Vaasa Engineering and WSP Environmental.

The editors arrived in Vaasa on Sunday 23 January by plane and train from all over Europe. In the evening the press were welcomed to Vaasa by the host company's communication managers.

The press conference started early Monday morning. It was held in one of Vaasa's universities, and the opening note

of the conference was given by Markku Lumio, the Mayor of Vaasa.

Throughout the day the magazine editors were given a series of presentations from all of the host companies. The presentations were designed to present each of the companies individually and to inform the press of their products and services being marketed to the global power industry. The editors clearly found the whole day interesting and useful.

In the evening the press and their hosts enjoyed a traditional dinner during which they were able to experience a variety of regional foods and beverages. Local entertainment ensured that this would be a truly unforgettable experience.

The following day was billed as a 'winter experience' event. During the day the editors were introduced to the region's winter wonderland. There were many opportunities for the press to talk informally with the hosts and to outline

their information needs and how the companies could help them with case studies and stories.

The day outdoors was followed by a farewell dinner during which the company hosts and the press had a chance to further discuss media projects and identify future co-operation needs.

When the editors left the hotel the following morning to make their way back to their respective offices across Europe, the only question on their lips was "When is the next press event in Vaasa?" ■

