

## PRESS INFORMATION

### *Easing the Pressure*

Public Relations is a very varied industry. Event management and organisation comes as part of the territory but there are very few agencies that can truly claim to be expert in this field. The time required to organise events either nationally or in Europe is extensive and that is why one PR consultancy in London has chosen to hand over this element of their campaigns to the experts.

Corrine, an account director at a London agency, has recently been involved with a music festival that got some incredible press attention. "We had about 50 artists flown in from all over the world. Quite a few from here in the UK, some European acts but mostly US based. I'd been told about V-One by one of our other clients who'd used them, so I called them up to find out what they could do for us. After explaining our situation, they came up with some great suggestions that we were really excited about.

"We chartered Learjets for the top US acts, each one had their names or logos sprayed onto the body and tail fins. One by one they arrived in style at the airport. V-One even organised a convoy of blacked out limos to take the artists to the festival. I managed to negotiate a police escort to which was the icing on the cake. It was just unbelievable.

After the event many of the artists told me it was the most decadent service they'd ever experienced which, coming from them, reassures me that we'd really done something special.

I can honestly say, I'll never forget that sight at the airport with the customised jets – at the time I didn't even know that sort of thing was possible, but I know for sure that I'll be speaking to V-One again for my next event.

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**Note to editors:**

V-One is always spelt V hyphen One and pronounced V1.

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