

## Event PR “Willy Bogners’ Winter Olympics”

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- Bogner Event in front of the *Nationaltheater* in Munich, November 2007
- Occasion: 75th years Bogner, Bogner Winter Collection, Launch Bogner Haus
- **Media work:** pre and post coverage/ media invitation/ design of the press information / coordination with TV
- **Guest work:** invitation of 1,500 top-class guests and VIPs including the hospitality during the event (Willy und Sônia Bogner, Hubert Burda, Joachim Fuchsberger, Felix Neureuther, Rosi Mittermeier, Maria Riesch, Friedrich von Thun, Markus Wasmeier, etc.).
- 10,000 public viewing guests due to announcing PR and media cooperation with radio, TV and print.
- Coordination with sponsors like Audi, Würth, Osram, Sport Scheck, Burda Sports Group
- Outcome: 200 publications, 11 TV broadcasts, 7 radio broadcasts



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