



## Exhibitions and Environments: British Nuclear Group

British Nuclear Group was established in 2004 to provide the necessary focus for decommissioning and clean-up of the UK historic nuclear legacy. This was a pre-requisite to the Nuclear Decommissioning Authority's (NDA's) establishment of seven separate Site Licence Companies to manage the estate of 20 sites. British Nuclear Group Project Services continues to provide specialist contracting services.

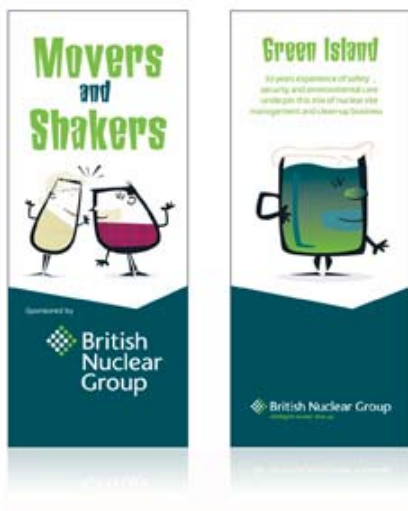
### Challenge:

We were commissioned to design exhibition and promotional material for the UK Party Political Conference with the aim of building brand awareness for British Nuclear Group. The main aim was to communicate key business messages to the main political audiences.

### Solution:

We created key communication concepts and key messages that were incorporated into a suite of promotional material ranging from exhibition stands, pop-up panels and tabletop cards. Party members and journalists responded well to the stand and promotional material.

### Our work:



### Client benefits:

- Achievement of communication objectives through cost-effective, yet impactful, communication channels
- Positive response and feedback for the client from party political members, main delegates and attending journalists.

### Testimonial:

"Forepoint were a pleasure to work with. As always they worked in partnership with us, clearly understanding the complexities of our Industry, responding appropriately and as necessary."

*British Nuclear Group*

### Contact us:

For more information about our exhibitions and environments work and other areas of communication expertise, don't hesitate to get in touch:

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