



SNC-Lavalin Media Relations

SNC-Lavalin Media Relations | Short Deadlines and High Stakes

CHALLENGE

Following the success and increased visibility Pierpont garnered for [SNC-Lavalin](#)'s CEO during the Marcellus-Utica Midstream show, Pierpont worked with the company to prepare additional executives for print and broadcast interviews beyond the conference, including the COO, CFO, environmental directors, technical experts, contract services and legal teams.

OBJECTIVE

To do so, Pierpont developed a custom media preparation and response workshop that covered the realities of working with today's media, including the good, bad, and the ugly. The [training](#) culminated in on-camera interview simulations based on events that had happened or were reasonable to expect would happen, including crisis scenarios that could potentially endanger the SNC-Lavalin brand, employees, and/or customers.

SOLUTION

The training set the stage for future media outreach and subsequent interviews for executives with industry trade publications and national business media, including Bloomberg and the lead energy reporter for the Wall Street Journal on the issue of rail car transportation safety.

RESULTS

Pierpont's proactive strategy to maximize SNC-Lavalin's voice as a leader in the industry and a motivator of prospective customer behavior extended beyond reporter-based coverage and into byline article submissions. The team crafted byline articles around complex topics, including the design of heavy oil pipelines, upstream pumping equipment, and low ratio compressor application for pipeline stations. The articles conveyed industry authority in publications such as Pipeline & Gas Journal, World Pipeline, CHOA Journal, and Upstream Pumping.