



SNC-Lavalin Tradeshow Support | Personalizing the Midstream Conversation

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OBJECTIVE

Pierpont has provided strategic external and internal communications counsel to [SNC-Lavalin](#), a worldwide leader in midstream oil and gas handling equipment, operations, and services. The company specializes in wellhead production, compression, processing, and treating. Over the span of four years, Pierpont worked in consultation with SNC-Lavalin's Director of Marketing and former American Marketing Association Houston President Maggie Seeliger to establish the company's voice and industry leadership through midstream media that impacted and drove purchasing decisions for prospective customers.

APPROACH

The first challenge addressed by Pierpont and SNC-Lavalin was to maximize the company's executive leadership via personal introductions to midstream and national business media attending the Marcellus-Utica Midstream conference in Pittsburgh. Working together, Pierpont developed critical Marcellus shale play media relationships with reporters attending the conference, as well as local Pittsburgh media.

RESULTS

Over the course of three days, the SNC-Lavalin CEO had the opportunity to amplify his industry leadership with one-on-one interviews that showcased the company's points of distinction within the Marcellus-Utica shale. Media secured included: Marcellus beat writers for *The Wall Street Journal*, *Pittsburgh Post-Gazette*, *Pittsburgh Business Times*, *Pittsburgh Tribune*, and local NPR affiliate. Also in Pittsburgh, Pierpont secured national business television for the CEO with a live remote interview with the Fox Business Channel. Pierpont and SNC-Lavalin capitalized on the momentum from the conference.

