

“We help your business get noticed by the people that matter most to you.”

Wendy Parker *Director*

## SEMF CONSULTING ENGINEERS

### THE BRIEF

Established in 1979, SEMF provides management, design and engineering consulting services in all engineering, technical and environmental science disciplines to a broad range of industries throughout Australia and overseas.

The company was looking to update its website to give it a fresher modern look and update its content to ensure it was relevant, informative and a useful sales and marketing tool.

Once the website was complete, the company was looking to raise its profile in the media in order to build its reputation as an innovative and progressive company, to increase sales and brand equity and build the company's reputation as an employer of choice.

### THE SOLUTION

Given that the company provided a host of different engineering services and was engaged with clients from across industry (government instrumentalities, property developers, architects, project managers, corporations, mining companies, manufacturers, contractors, port authorities and infrastructure developers and operators), relevant trade and business publications from across the board would be targeted for media opportunities.

Media releases and articles would be about new projects, new trends, new technology, successful case studies, technical articles as well as business and general news stories. Stories about innovation, new and exciting projects would also portray SEMF as an interesting and exciting place to work.

These would be released on a regular basis to help build credibility.

It was also important that the media releases and articles be included on the newly revamped website for perusal by staff and visitors to the site.

It was also important that employees be alerted about media successes as this helps engender employee pride and reinforces SEMF as an organisation of choice.

It was also important that when casting round for new story ideas, that employees be asked for their input. This creates increased ownership and reinforces the value of their input.

### WHAT WE ACHIEVED

Coverage occurred rapidly, with news pieces in all relevant industry magazines and electronic publications.

Stories have varied in content from anaerobic digesters, radial stackers, biobanking, biofilters, windfarms, cogeneration, community consultation, landfill rehabilitation, automation, bulk handling, moving roof technology to waste water treatment.

Longer articles in magazines have also become commonplace. These include a piece on community consultation in Australian Journal of Mining; articles on landfill in Sustainability Matters, Local Government Association Tasmania magazine and WME; shiploader and bulk materials handling stories (Mesa A, Koolan Island, Darwin) in Bulk Materials Handling; a piece on reducing carbon footprint in Property Council Victoria magazine and automation piece on the Telstradome moving roof in What's New in Electronics to name just a few.