

B2E CASE STUDIES

B2E COMMUNICATIONS

For 10 years, Magenta has been the communication expert in the built environment. We have helped organisations of all sizes communicate with their target audiences, whether that be prospective customers in the wider market or people within their own buildings.

A key aspect of our work is designing and delivering bespoke communication strategies for significant relocations and refurbishment projects. Whether you're moving several thousand people across the country or continent or refurbishing a smaller regional office, we can help you to get your message across so that everyone knows what's going on, when it's happening, what they need to do, how they need to do it and why. This makes your project run more smoothly, ensures people are engaged with the process and guarantees business continuity.

Many organisations have in-house FM and comms teams who can manage most aspects of move communications and just need some extra support at either strategic or operational level. Others require more comprehensive support. Whether you need a bespoke communications strategy created for your workplace change project, or support in creating engaging material to deliver a strategy you've already produced, we can help. With teams in London and Toronto, together with partners around the world, we can seamlessly support cross-border projects.



King's College London

Magenta has supported King's with a variety of internal communications projects. Working with the Estates and Facilities team, Magenta supported the university with the development of a refreshed internal intranet, as well as the creation of external web pages. The project involved a series of staff workshops to get input before copywriting to ensure the communications platforms were easy to access, easy to read and easy to understand in plain English, as well as attractive, engaging and user friendly.

Magenta also supported the King's Estates and Facilities team to promote its work modernising the Denmark Hill Campus, particularly the creation of new student accommodation called Champion Hill Residence. The Magenta team helped King's communicate the project goals to key stakeholders, including existing and potential students and their parents and academics, ensuring en masse buy in.

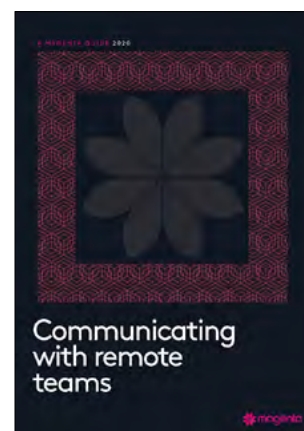
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EMC

Magenta worked closely with the EMC Group Real Estate and Facilities function in EMEA on a number of projects including the creation and management of an internal awards programme, called the Grefas, to recognise excellence in facilities management within the EMEA team. This involved creating the awards categories, designing a range of communications to encourage individuals, teams and service partners to enter the awards, and setting up and managing the judging process. The team then worked with EMC to manage the event on the night.

Another project saw the team participate in the annual EMC Group Real Estate and Facilities summit in different European cities including facilitating sessions and creating a summit newspaper which was distributed on the final day of the event.



The University of Sussex

Following the University of Sussex's first generation outsourcing programme for its facilities management and catering, conferencing and banqueting services, Magenta was commissioned to run a series of focus groups to explore what worked about the current FM and catering provisions and what might be improved. The aim was to generate genuine feedback from stakeholders about the current service and gain their ideas for the future which could then be fed into the contract procurement process, while ensuring stakeholders felt their views had been listened to and taken into account. The Magenta team facilitated eight workshops for people who had either volunteered, or been volunteered by their teams, to contribute to the discussion. This culminated in a report which was presented to the university and then shared with the various organisations interested in becoming FM and catering partners.



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