



Police EXPO Campaign



PITO Partners and NSPIS® in action

Following the recognised success of the PITO and Partner campaign at the previous years Police EXPO, Anderson Baillie Projects were called upon again to deliver the EXPO programme. The key to success for the EXPO campaign was to demonstrate how the National Strategy for Police Information Systems (NSPIS®) was being applied in practice across the Police Service 12 months on.

The Anderson Baillie project team worked with PITO's technology partners including Securicor Information Systems, Sun Microsystems, BT, Motorola, RAM Data, Hayes Redfern and Cable and Wireless to promote the concept of 'NSPIS® in ACTION'. The ACPO presidency was represented by the South West region made up of the five forces of Dorset, Devon, Cornwall, Gloucestershire, Avon and Somerset and Wiltshire.

Working with representatives from the forces, NSPIS® applications were showcased to further demonstrate the benefits of linked systems and 'best value'.

The pre-show promotional campaign including PR, direct marketing and linked website, encouraged pre-registration to the stand as well as organised tours for procurement groups from the Police Authorities and wider criminal justice system. High ranking officials from the Home Office were also attracted to the stand.

Anderson Baillie Projects

Logistical precision to deliver a full integrated campaign to impress our Police clients.

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The exhibition stand was divided into the 3 main display areas of Criminal Justice, Information Management and Operations. In all 18 demonstration points were catered for along with a central seminar theatre and the traditional Sun Microsystems sponsored Java Café.

The exhibition stand concept at EXPO 2000 was again the main visitor attraction at the show, resulting in over 600 stand visits and demonstrations alone. The seminar programme was over subscribed and the Java Café remained the focal point for networking at the event.

"Marketing is a fairly alien pastime for senior ranking Police Officers, seconded to PITO. Anderson Baillie proved that their deployment and project management abilities would have served them well in any major crime investigation. We learn't alot from them.

In just three days, we achieved more for the awareness of PITO and it's role in NSPIS® than our entire previous existence".

*Neil Grant Salmon,
PITO Project Manager*

Attracting the big names at PITO



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