



An evening with virtuoso pianist
Caroline Fischer

Client:

Caroline Fishcer





Background

Caroline Fischer is an internationally acclaimed pianist of Korean-German descent, who has given concerts in many major cities around the world. Over the years she has recorded several albums and has won numerous awards for her work. She currently resides in Bangkok where she teaches at Chulalongkorn University and has frequent recitals, both locally and abroad.

Caroline Fischer hired Midas PR to manage all PR aspects of her first public appearance in Thailand.

Challenge

Ms. Fischer's team reached out to Midas one day before meetings were due to take place with potential event sponsors. This effectively gave the team at Midas twelve hours to prepare sponsorship presentations and other materials necessary to ensure sponsors could be secured. With the event fast approaching there was also little lead time for preparing press releases and planning interviews, challenging Midas to catch the reporters' attention by offering them a special scoop and a unique angle.



KOREAN-THAI-GERMAN
Piano Concert

Presented By  Mercedes-Benz

Under the patronage of H.E. Mr. Rolf Schulze,
Ambassador of Germany and H.E. Mr. Jeon Jaeman, Ambassador of
the Republic of Korea and with the support of the German-Thai and
Korean-Thai Chambers of Commerce.

Thursday, 26 February 2015, Sofitel Sukhumvit, Bangkok



Approach

To achieve the client's goal of attracting major sponsor Mercedes Benz along with several other companies and organizations the team at Midas PR created a detailed event sponsorship presentation. This included information about the artist, her previous performances, prizes she had won and professional bodies she was a part of. The team worked very closely with Caroline Fischer and her team to ensure the documents were all accurate and reflected her personal style, all while making them interesting and appealing to the potential sponsors.

Approach

To raise awareness for the event and ensure tickets sold out, Midas organized several interviews with leading Thai publications and TV channels, by highlighting the newsworthiness of the upcoming piano recital in Bangkok, the first by internationally acclaimed pianist Caroline Fischer.





Results

In collaboration with Midas PR, Caroline Fischer was able to secure a total of 12 events sponsors, including the Sofitel Bangkok Sukhumvit, which was the event venue, Mercedes Benz Thailand, the German and Korean embassies, the German-Thai and Korean-Thai Chambers of Commerce, Siam Commercial Bank, Siemens Thailand, Samsung Life Insurance and several more.

Interviews were conducted with several of the region's leading publications including [the Nation](#), Panorama Magazine Thailand.

TV interviews, of which three were over 30 minutes long, were done with [Now 26](#), Spring News, [True World Thailand](#), and [ASEAN Society](#).

This media coverage lead to the concert being sold out in a matter of days and obtained around THB 25 M in PR value.