

Taking the Business of Plugging In™ from Production to Road Ready

The Center for Automotive Research, a leading transportation industry research organization, chose to partner with Eisbrenner PR to plan, promote and facilitate the [Business of Plugging In 2010 \(BPI\)](#) – a premier electric vehicle business model conference. In its second year, BPI was in a unique position because 2010 marked the year when electric vehicles would become available to the public. There were a number of challenges including the venue, aggressive attendance growth targets and a growing ride and drive concept.

We utilized our experience, knowledge and relationships to coordinate all publicity efforts, secure media coverage, manage social media efforts and attendance of the event as well as work with electric vehicle companies to secure vehicles for the ride and drive. In addition, we provided on-going strategic counsel and supported sponsorship and speaker acquisition activities.

As a result of the team's effort, more than 700 people attended BPI including nearly 80 journalists. The event received 100 news articles and social media activity, including Twitter, Facebook and LinkedIn. Additionally 12 electric vehicles participated in the ride and drive and it was the first ride and drive of its kind to feature both the Nissan Leaf and Chevy Volt.