

# THE BIG EVENT\_

**A Triad Case Study**

A night with President George H.W. Bush  
makes history for a leading offshore  
rig manufacturer.



# Celebrating the World's First Jack-up Rig



It was the 50th anniversary of the world's first jack-up rig, the Scorpion, and Triad had a plan to help LeTourneau Industries stage the event of the half-century.

## Challenge

LeTourneau wanted to commemorate the 50th anniversary of the Scorpion during the OTC (Offshore Technology Conference) in Houston. Along with something to attract industry leaders to attend its private event, LeTourneau hoped to achieve industry-wide press coverage of the event at OTC.



## Insights

Triad learned that LeTourneau had originally built the Scorpion for a young oil and gas entrepreneur named George H.W. Bush. Would the former president be interested in speaking at the event, without a speaker's fee?

## Solution

Triad chose a popular business venue in Houston, knowing that it was located only two blocks from the Bush residence. A letter was sent to the former president's personal secretary, inviting the President to speak at the event. A tentative "yes" was given by the former president, beginning a coordinated effort that occurred over several weeks.



## Results

Triad helped LeTourneau Industries stage an event for the ages. The event, headlined by President Bush, attracted top leaders throughout the oil and gas industry, and resulted in extensive press coverage during OTC. One LeTourneau prospect, who enjoyed attending the event and got to meet the President personally, placed an order for seven new jack-up rigs the following day.

## We meet B2B challenges.

Triad is a full-service B2B agency that works closely with client teams to address their unique marketing challenges. We develop solutions to drive sales, build engagement with prospects and customers, and increase lead generation.

Our No Limits Thinking™ creates communications solutions that add value to your B2B marketing efforts. With a full range of agency capabilities – from print and video to Triad 3D™ digital services – we help B2B marketing teams reach their goals.

*Addressing our clients' complex B2B challenges has made Triad one of the Southwest's most awarded B2B agencies.*



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