



# Case Study

## Client

PennWell Corporation is a business-to-business events, media and marketing services company producing 150 print and online magazines and newsletters, 25 conferences and exhibitions around the world, plus an extensive offering of books, maps, websites, research products, digital media, and database services.

POWER-GEN Europe is one of a number of global events run under the POWER-GEN brand and is the most prestigious European power sector event in the calendar. It attracts upwards of 12,000 visitors each year, 500+ exhibitors and 250+ speakers to its diverse and comprehensive conference programme.

## Brief

PennWell was keen to further secure its position as a thought leader and opinion former in the power generation sector, and **LOOKOUT!** was approached to design, develop and produce the first ever POWER-GEN Europe Confidence Index, a Pan-European report charting the confidence of the European power industry.

## Outcomes

The **LOOKOUT!** team designed the survey questionnaire which addressed over 20 key topics that were of prime importance to Power industry professionals throughout Europe. These included Decentralization, Decarbonisation, Energy Storage, Smart Grid Development and many others.

The questionnaire was signed off by PennWell's Senior Leadership Team and the POWER-GEN Europe Advisory Board and was deployed to PennWell's audience over a survey window designed to coincide with POWER-GEN Europe, the foremost European event in the power industry calendar.

The **LOOKOUT!** team subsequently undertook detailed analysis of the resulting data and wrote a comprehensive report with supporting narrative that served as a barometer for the European power sector.

The project was delivered in six months, from inception to the publishing of the final report. In the first year more than 700 industry professionals completed the survey, and the output report achieved more than 1,000 downloads. As a result of this success **LOOKOUT!** was retained to deliver the project the following year.