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*Unique Tools, Practices Characterize  
Libby Communications' Approach*



**INCAST International News Magazine**

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Manning says that this approach leads to writer Bill spending a lot of time concentrating on the layout, not the copy. "If your marketing materials are not eye-appealing, most people skip them," he says. Conversely, Manning spends a lot of time persuading Libby to rewrite copy to be more inviting to the eye. "Mark is always pressing me to be more concise, so he has plenty of white space to guide the reader through the message. This collaboration, our version of concurrent engineering, is crucial to effectiveness," says Libby.

## Seeing For Yourself

Libby says that another key to creating effective communications for clients is to visit trade shows, such as the Institute's technical conference and trade events such as the Paris and Farnborough air shows. "It's a great way to network with the sales force, meet customers and study the competition. Also, visiting factories is the best way to learn about a client's technology and process. We visit plants before developing major articles and sales brochures. It's a lot easier to write about a process or service that you've seen in action," says Libby.

## Being Seen Around the World

With design, material and process-selection decisions increasingly being based on inputs from different parts of the world, it is helpful for casters and suppliers to maintain visibility in international publications. Libby says this is good news for the casting industry: "Much technical information—in the trade press, learned journals and business publications—is written in English, or is presented in bilingual editions. Certain industries, such as aviation, aerospace and high-technology-dependent segments are conducted almost entirely in English.

This is a benefit for North American companies that want to do business globally. English-language publications are read around the world for their technical



Libby Communications plans London-area editorial visits using a map of the underground that groups publications around the nearest "tube" and rail stations.

content and general business information. Some countries, such as the UK, have established and respected publications that serve aerospace, automotive, design, metalworking and material sciences, and have played long-standing roles in providing timely information to the UK and Continental Europe, as well as parts of Asia, South America and Africa.

Libby says the way to take advantage of global media, which is always looking for technical news and information about companies' achievements, is to develop relationships with editors of international publications. LC has made dozens of trips over the years to visit European editors, primarily in the UK. "London and the surrounding area represents a rich concentration of technical, trade and business magazines. To visit a comparable range of publications in the US, you'd have to go from Boston to New York, to Washington, DC, then to Cleveland, Detroit and Chicago—and even then you'd miss a few publications scattered across the US that have counterparts in the greater London area," Libby says.

Libby reports a growing interest among clients to take advantage of global media. "Just as American readers depend on certain publications to provide information targeted on their needs, Europeans

depend on the local publications they have grown accustomed to and whose editorial they trust. It's useful to be seen in these offshore publications as well as the North American trade media that may be more familiar."

The current market represents an opportunity for companies that expand their marketing communications. Libby says, "Good companies that can capture new business in growth markets get a chance to show customers how well they perform. These companies are more likely to hang onto business when markets soften."

### Footnotes:

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