

Manchester 2002 Commonwealth Games

Games Communications

Capital PR created and implemented a highly integrated media/marketing strategy designed to communicate the success of the Manchester 2002 Commonwealth Games to the world's media along with the wide-ranging benefits and legacies of the Manchester Games for the host city and nation.

These benefits included accelerated redevelopment of Manchester as a global city of the future providing quality facilities, environments and opportunities for residents, workers, visitors and investment.

Capital PR's communications strategy also highlighted how the Manchester Commonwealth Games had renewed England's sporting spirit, prompting national and international media to describe the Manchester Games as the best sporting event ever staged in the United Kingdom.

Along with the Summer Olympic Games, the Commonwealth Games is the only multi-sport event that truly involves nations from all five continents of the world.

The Commonwealth Games in Manchester (25 July - 4 August 2002) involved approximately 5,000 athletes and officials from 72 nations and was the biggest multi-sport event ever staged in the United Kingdom.

Capital PR advised and managed all key communications and media relations policies, programs and events during the Manchester Games, including a high profile media conference featuring the International Olympic Committee (IOC) President, Jacques Rogge.

Capital PR devised key messages for international media attending the Manchester Commonwealth Games - from Africa to Asia. These messages - and many subsequent media reports - highlighted the logistical achievements of the Manchester 2002 organising committee and sponsors who gained significant organisational benefits for their companies as a result of supporting the Manchester Games.

British Prime Minister Tony Blair and his Government is currently considering a bid for the Olympic Games in England in 2012 following the widely reported success of the Manchester Commonwealth Games, with several leading British and European companies expected to sponsor the bid.

