



## IUCN, ADVOCACY WORKSHOP, BANGKOK, 10-13 March 2009



Blast pursues its partnership with IUCN and handled the facilitation of a workshop on advocacy destined to top-notch scientists and environmentalists based in the Asia region.

Dr. James Gordon, Head of Learning

## VISA CARD SECURITY WEEK, 16 - 20 March 2009



The objective of this first ever Card Security Week held in Mauritius was to create awareness among different stakeholders about the need to be vigilant while enjoying the benefits of payment cards. Visa believes that it is up to individuals to be aware of the potential threats that can arise from lost/ stolen cards or simply misuse of same. Hence this awareness campaign was mainly educational in the sense that safety tips were given through various media and a brochure was distributed in high traffic areas. The underlying message was on how card users can effectively reduce risks without compromising the benefits attached to card usage.

### BANQUE DES MASCAREIGNES, OPENING OF MAHEBOURG BRANCH



The Banque des Mascareignes launched its communication campaign for 2009, firstly for its Fixed Deposit service and secondly for the opening of its second branch in Mahebourg.

## DEUTSCHE BANK, OPENING OF NEW OFFICES IN EBENE, 26 March 2009



Deutsche Bank opened its new offices in Ebene in grand style. The Governor of the Bank was the guest of honor. Blast handled the media relations.

Sari Cuming: *"Thanks to Lida, Aisha and the team at Blast for helping us to promote the opening of our second office at Altima. Their support during the run up to our event and on the night itself combined with their media relations expertise played a major part in the success of the launch."*

## ANGLO MAURITIUS, EARTH HOUR 2009



Blast handles the media relations of Anglo Mauritius and devised a strategy to communicate about the new retirement age. An opinion piece was deemed relevant on this highly technical issue.

Robert Gallet, Senior Manager: *"We were extremely delighted by the media coverage. Blast has done a wonderful job in such a small amount of time."*