

**PRESS RELEASE**

**Film crew creates on-stand buzz for infection control**

Gravitas Public Relations was rushed off its feet at the Infection Prevention Society (IPS) conference after being tasked to create a 'buzz' on a client's stand.

Experts in hand hygiene, GOJO, wanted to ensure high footfall at IPS, one of the largest events for the sector, attracting thousands of infection control nurses from around the country.

Gravitas organised a film crew to capture opinions of both infection control nurses and key opinion formers from the World Health Organisation and other groups. As well as helping to draw people to the stand, footage was a useful data capturing tool identifying hot infection control issues of the moment.

Kay Williamson, Managing Director of Gravitas said: "We're experienced in helping clients stand out at events, so GOJO certainly came to the right people for help.

"One of our consultants and ex-TV presenter Eric Barton used his cheeky chappy charm to get IPS attendees expressing their views on camera and drawing a crowd.

"The footage is also being used for future research purposes and to publicise next year's conference."

**ENDS**

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