

# Press Release

15 September 2009



BUSINESS ENVIRONMENT

## BeSolo Launch: HotDesk



The HotDesk was used to promote BeSolo on the 15th, 16th and 17th September 2009.

The HotDesk was branded with our new BeSolo details and promotional models were on the back handing out leaflets. The HotDesk toured around local train stations and business districts.

It started at CentralPoint on the 15th and completed a 2 mile radius of Bank including Liverpool Street, Waterloo, London Bridge, Cannon Street and Charing Cross.

The 16th was spent at Olympic Way touring around the outside of the 3 underground stations and the offices in the Town Centre.

On the 17th it started at CityPoint and toured around the outside of the main train station and the local business districts.

Apart from the terrible weather, it was a great success!

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