



Business Strategy and Marketing

TRC: The Resource Center

Glasgow, Scotland

Through its International Programme, TRC provides tailored management consulting to the UK's premiere emerging regional television production companies. Select groups receive one year of assistance to guide them into an increasingly important global marketplace by being introduced to key broadcasters, coproduction partners, and related strategic partners. However, despite its established routes in Washington, New York, and Toronto, TRC had been unable to gain a toehold in Los Angeles, having been warned that L.A. was "too hard" and "too cold."

Beginning in 2006, Quinn Media Management helped TRC break into this vital marketplace with a multi-level plan that included a sales and marketing strategy to represent TRC as the UK's hottest emerging producers.

In addition to formulating sales materials and conducting comprehensive training, we created a launch presentation package with a 3-minute demo reel and staged an exclusive "who's who" reception at the home of the British Consul General. The outreach led to our securing meetings with 100% of TRC's targets, which paved the way to establish TRC's solid reputation as a group of qualified program producers.

2010 is the fourth successful season of TRC's Los Angeles International Programme.
