

Sheraton Dallas Hotel



In April 2008, the Sheraton Dallas Hotel, one of the largest convention hotels in Texas, was about to commence a \$90 million renovation of this 50-year-old landmark property, which had just rebranded as a Sheraton property and had a new management team.

Cooksey was engaged to identify and strategically align the hotel with community partners who could help increase visibility of the hotel among key audiences, including meeting and event planners, local business leaders and the media. The agency also worked with the hotel management team to develop and implement public relations strategies to separate the new brand from its predecessor and promote the renovation.

Due to Cooksey's recommended strategies, the Sheraton Dallas Hotel has successfully reintroduced itself to Dallas' top business leaders and established itself as the hotel of choice for many downtown events. The media relations campaign to spotlight the renovation project resulted in numerous features in local and national trade publications.

