

Tradeshows Tip Sheet

Get Some Publicity at Your Next Show!

Once you get beyond sales and generating sales leads at tradeshows, the next biggest benefit of tradeshows is the opportunity for press: Newspapers, Websites, Magazines, Radio, TV, Podcasts.

Naturally there are going to be reporters covering the show. They've got to write about something and it might as well be your company. Ask yourself

what you can bring to the table: a unique product? A new product? A major personnel switch in your corporate headquarters? Do you have a new partnership you want to publicize? Or do you have a celebrity endorser that is going to attract attention?

A little organization and legwork can yield excellent benefits. You may hit the jackpot and become a featured story in a magazine or newspaper. This could give you press coverage that – had you paid for the time and space – could be worth thousands, even millions of dollars.

Unfortunately many companies let this opportunity pass them by. If you don't have a strategic plan in place, what are you waiting for? Read this issue and keep it close at hand for your next tradeshow.



Ducks in a Row – Get a Plan

The first step to getting publicity is to examine the show itself:

- * who are the attendees?
- * what main message do you want to get out?
- * what measurable objectives would you like to get out of the show?

For instance, are there specific trade magazines or websites you'd like to get mentioned in? Is there a TV segment on a business channel that you think would be a good fit for your product or service? Would you like to have your CEO appear on a panel or give a keynote speech? Do you have a high-

profile author or speaker with a new book? Is there a brand new product that needs to be on the front page of a trade magazine?

First, make a list of the possibilities, then narrow it down to a workable number your staff can reasonably handle. Next work out how you can achieve those goals step-by-step and create a plan that can get you from Point A to Point P (Publicity).

Interpretive Exhibits

- > 1865 Beach Ave NE
- > Salem, OR 97301
- > 503-371-9411
- > Fax: 503-371-9402
- > www.interpexhibits.com
- > info@interpexhibits.com
- > Editor: Tim Patterson

Create a step-by-step plan that can take you from Point A to Point P (Publicity)!



Who's on our latest tradeshow podcast?

Find out today at Interpexhibits.com/podcast

Meeting With the Press

Working with show management is usually a good way to set up press confabs. Get a list of press contacts from the management and start setting up appointments. Try and set up breakfast appointments for a more relaxed conversation. If there's more than one reporter from a single news outlet, concentrate on just one. The focused approach

usually works better than a scattershot approach.

Before meeting with a reporter, do some legwork: read some of their stories, find out some background and get a sense of what's important or relevant to them. Think how impressed they might be if you start off by complimenting a specific part of a recent article of theirs.



Inquire show management about press availabilities: some of the larger shows will host press receptions where you can relax and meet a large portion of the press contingent at the show.

Bottom line with the press: be prepared, know your story, and be flexible – who knows, the breaking story from the show just might be your company!

"Be confident in the fact that people are eager to hear what you have to say."

Speaking at Tradeshow and Conferences

Do you have a CEO or member of management that's a good public speaker? They should be getting out to as many shows as possible – at least those that make sense to your company's strategic goals. Public speaking can be a great way to brand your company and build reputation in the industry.

But what if you're just starting out? David Meerman Scott of www.WebInkNow.com suggests that newbies try to get on panel discussions at first. Being a panel member is a relatively safe way to get your feet wet. Scott says "the most important thing is to

never talk about your own product or company. You're not there to pitch." After a few presentations your reputation starts to grow.

Also: Stay on Point. Know your message. Be a Thought Leader. "Be confident in the fact that people are eager to hear what you have to say," says Scott.

He also suggests if you're new to public speaking to get your feet wet by presenting at local Rotary clubs or Chamber of Commerce events.

The Bottom Line

Before attending a show and diving into public speaking or press relations, read the show 'book' or website cover to cover. This will give you a feel for the show as a whole, and will probably give you insights into some of the more nuanced goals and agendas of the show. You'll also learn more about other presenters, companies and attendees.

Above all, learn to make the best of your press and public relations opportunities – it's usually cheaper and much more effective than buying advertising!