

Media Relations 101

International Market Centers offers numerous opportunities to help you promote your company's participation at Market and garner increased media coverage and interest for your brand, company and products.

Below are a few fundamental steps to get you started:

1. Plan in advance.

Send out news releases about your product(s) as soon as you determine/confirm key details. Editors often file releases in a "for future use" file so that they can reference them later for story ideas.

Other information needed by editors in advance includes logos, product shots, general company information/backgrounder and contact names of appropriate sources. Create an online press room/page where the media can quickly and easily find this information.

Be sure to take advantage of media opportunities negotiated by IMC. These are previews that will outline product at the upcoming Market and are a prime way to reach buyers.

2. Target key media.

Compile a list of key media contacts, including trade, general business, and consumer, if appropriate. Search the Web or use industry directories, like Cision, Lexis-Nexis, Meltwater and more.

Trade Publications

Vested interest in your industry and will often be more eager to cover you and your product(s).

Consumer and Business Publications

Looking for such newsworthy stories as industry trends that have an economic impact and those that relate to the end consumer.

Broadcast Media

Will typically be looking for the local news angle. They aren't as tied into your industry as the trade press, so you'll want to help them identify potential stories and sources

Remember, all editors and reporters want specific, relevant news, so target the appropriate media.

3. Make your pitch count.

Request editorial calendars for the publications you've targeted or contact editors to find out what they're working on. This will help you identify editorial opportunities or themes so that you can pitch specific content. Just sending out a general release rarely proves successful.

4. Be a go-to resource.

The less footwork editors have to do, the better your chances of gaining coverage become. Besides press releases, consider sending monthly e-updates.

During all Markets, be sure to stock the Press Room with media kits specific to your company. Fifteen (15) to twenty (20) should be more than sufficient.

5. Schedule media outreach.

Reach out to the media prior to Market and schedule phone interviews before the show or prearranged meetings during the show in your showroom/booth. Please remember that the media have their own agenda while at Market and are limited on time. Post-Market interviews may work in your favor as the editor/reporter will have time to focus solely on your company and message (during Market, they are pulled in several directions).

6. Follow Up in a Timely Fashion.

Follow up on any editorial commitments you received before or during the show to ensure that editors have the materials they need. If someone was unable to attend, send them a package that includes a media kit, product samples, photographs and any other relevant show info.

Compile a post-Market report or news release and post this information on your website. Don't forget to include show logos and high-resolution photos taken during your experience.

7. Press Kits.

During the Winter and Summer Markets, IMC opens a Press Room for media guests, and exhibitors are encouraged to drop off press kits/packages for visiting media.

A press kit or an "identity kit" provides information about your brand. Traditionally they contain company background information, fact sheets, corporate bios, press releases, photography and positive news stories. Digital press kits are the most popular now with this information hosted in a "Press" section of your website or in a Dropbox.

To share a digital kit, we recommend a labeled USB drive or a post card with product images that includes a link or QR code. You can also provide a small sample or giveaway with company information. The most important information to include is your location at Market and contact information.

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