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NEC Birmingham UK

# **Guide to PR**

## **Helping to promote your presence at Glee 2018**

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# Introduction to the Glee PR programme

Hello Glee 2018 exhibitors!

With Glee fast approaching I wanted to get in touch with you to remind you of the free-of-charge PR opportunities that are available to you as exhibitors.

For those of you that don't know me, it is my job to promote both the show and its exhibitors through our supporting UK & international garden trade media (both print and online). Over the coming pages you will find details of a number of different activities that are available to you to take full advantage of in order to maximise your presence at Glee 2018 - before, during and after the show. And remember, all of the activity listed below is COMPLETELY FREE OF CHARGE. All I need from you is a small investment of your time. Pick up the phone, drop me an email, or tweet me (@HornbyWhitefoot) to tell me more about plans for the show, and we can work from there to generate exciting coverage opportunities.

I look forward to working with you all!

## Kimberley Hornby

Glee PR Team/ MD at Hornby Whitefoot PR



# It's the news!

As always, we're doing as much as we can to help promote our exhibitors within the trade media. This year we are working on a range of editorial contributions, from news release to special features and show previews – and we want to be able to include mention of your company, or seek comment from you wherever possible in this and other on-going Glee media work.

Getting involved couldn't be simpler! Simply please send us your latest company news (acceptable files: word documents, PDFs, brochures, or even just an email!), plus details of plans for Glee 2018 and any high res images.

We'll also be shortly kickstarting our fortnightly exhibitor PR e-bulletins. These will feature all the latest news from exhibitors, Glee-related or not. It is just another way of putting your news in front of our trade editors, and hopefully featured on the news pages of the latest publications. Again, it is simple to get involved – simply drop me a line with your latest news. Those of you with PR teams/ reps, please ask them to add me to your media distribution lists.



## **Special feature content: a platform for discussion**

In addition to the news aspect of Glee, this year we will also working on a number of feature pieces that will tackle key issues facing the industry in which we all operate. The aim will be to create a strong library of content, and open friendly discussions amongst Glee, it's supporting trade associations and you – Glee exhibitors – as well as retailers.

### **Possible topics for discussion are:**

- Brexit – how is your business dealing with Brexit looming on the horizon?
- Trends in gardening – what's the next big thing to shape our industry?
- Safeguarding for year-round profit – does your brand/ product range offer retailers year-round profitability?

When a feature idea has been confirmed I will email/ tweet all exhibitors asking for contributions. If however you have your own ideas for content/ burning issues then please do not hesitate to get in touch. You are the ones in the know so let me tap into your knowledge! To discuss simply drop me a line via the normal routes.



# Preview season

Preview season is almost upon us, and this represents a key opportunity to let people know what you have planned for Glee 2018.

This year alone we will be supplying copy to 30+ sector-specific Glee previews within the UK and international press. To avoid missing out, please send us all your Glee related news – from information about product launches, to special events, awards or joining the show's many product trails – we really do want to know all your plans for the show! If you want to keep some details under wraps until the show that is absolutely ok. We can work together to create some 'teaser' content that will enable you to feature in the preview, whilst enticing visitors to your stand to find out more.

In addition to this, we will also forward your own preview material and images onto our key trade editors for further consideration.



# Your Glee 2018 PR to-do list

The following activities are all designed to help maximise your visibility at Glee 2018. Whilst they do not need actioning immediately they should remain part of your Glee planning. I'll be in touch closer to the show to tell you more about these opportunities. However if you do have any questions regarding any of the following please do get in touch!

## TO DO LIST

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# Glee Press Diary

## **What is the Press Diary?**

The Press Diary is, as the name suggests, a diary of key events that are taking place throughout Glee 2018.

## **Who uses the Press Diary?**

The 'Glee Press Diary' is the ideal tool for the hundreds of UK and international journalists who visit the show each year to plan their trip around the show.

## **How do you get involved?**

If you are planning on holding an event at Glee 2018, such as a product launch, competition, drinks reception or celebrity appearance, then all you need to do is drop me an email. Please ensure your email includes the following details:

Subject line: GLEE PRESS DIARY. Include date of event, time, stand number and brief description





# Press Packs 1/2

## **What is a Press Pack?**

A Press Pack is a selection of information that you would like to share with our visiting media. Your Press Pack can include as much or as little as you'd like, and can be made up of brochures, leaflets and news releases. We recommending including company info, product details and images, and latest news releases. Make sure you included your stand number! It is also highly recommended that you include an electronic version as either a USB or CD.

## **Where do the Press Packs 'live'?**

Press Packs 'live' in Glee's dedicated Press Office, which is the first port of call for our visiting media. Often journalists will peruse the Press Packs on offer before making their way into the show, as it helps them to select interesting companies and products to see around the show.



# Press Packs 2/2

## **How many Press packs should you prepare?**

We recommend providing no more than 30 Press Packs as space is limited.

## **When should Press Packs be delivered?**

Please bring any Press Packs to the Glee Press Office (location TBC) on Sunday 9th September and we will merchandise them for you. Alternatively your Press Packs can be posted ahead of the show – the delivery address for this will be available shortly.



# VIP Goody Bags 1/2

## **What is the VIP Goody bag?**

The Glee VIP Goody Bag is, as the name suggests, a bag full of exciting products from around the show. The opportunity is open to all exhibitors.

## **Who gets a VIP Goody Bag?**

The Goody Bag is handed out to all Glee's VIP guests – so everyone from top buyers to international guests and visiting media. The bag is a great visibility opportunity as it means your product will be in the hands of the most influential people both at the show and long after too.

## **What kind of product can be included?**

Almost anything can be considered, our only stipulation is that it can fit into an average sized plastic/fabric bag. In recent years we have had everything from pet food samples, gardening gloves, seeds, mini birdhouses, plant feed, tea towels, sweets, hand tools such as trowels and bulb planters.....the possibilities really are endless!



# VIP Goody Bags 2/2

## **How many examples of a product will be needed?**

We will be putting together 300 bags in total.

## **How do you get involved?**

Quite simply – send me an email with the subject GLEE GOODY BAG! Just let me know what you'd like to supply and how many you can offer. It's that simple!

## **How much does it cost?**

Apart from the cost of the products, there is no additional cost. We don't charge you to get involved.

## **When do you need product by?**

There are two ways to get your products to me. You can either post them direct to the NEC w/c 3rd September (address TBC) or drop them off to me in the Glee Press Office on Sunday 9<sup>th</sup> September.



# Bloggers & Vloggers

As the media landscape changes, its safe to say that bloggers and vloggers are becoming increasingly important. With an engaged audience, bloggers and vloggers are a great way to gain coverage online and increase your presence via social media. From product testing, to brand ambassadors, truly influential bloggers and vloggers have the ability to make or break a product, helping to take it viral amongst end-users.

With this in mind, at Glee 2018 we will be working closely with a number of the most popular garden, home & lifestyle bloggers and vloggers. Each will be doing things a little bit differently e.g. live reporting, product showcases, pre-show vlogs etc – so for now I'd like to invite you to register your interest in working with bloggers both before and during Glee 2018. Once I have a list of 'blogger/vlogger friendly' brands I will be back in touch to discuss next steps.



# Other opportunities

In addition to all the content listed, there are a number of additional opportunities available as part of the Glee PR programme. These opportunities are often more ad-hoc, and relate to things such as comments and testimonials, case studies, trend reports, and digging deeper into wider market issues and themes.

When these opportunities arise I will contact all exhibitors, offering you the opportunity to submit thoughts and feedback for possible inclusion in news releases, and also more feature led content.

To ensure that you don't miss out, please ensure that my email is added to your 'safe list'. Why not also ask your PR representative to get in touch so we can start looking at ways to develop your core messages, and also generate content for our key 2018 campaigns.



# Media overview

Each year the Glee PR programme reaches a truly international audience, stretching from the UK, all the way around the world. In addition, we also communicate with a wide consumer media pool, broadcast media, regional lifestyle publications, national & regional newspapers, as well as specific B2B titles. With a media list featuring hundreds of titles we can't list them all here, but an overview includes (in addition to our core trade media):

- The Telegraph
- The Sun
- Amateur Gardening
- Gardeners' World
- Retail Week
- Grow Your Own
- Homes & Gardens
- Women's Own
- Gardener's Question Time
- retiremove.co.uk
- Daily Mail
- Which? Gardening
- Real Homes
- BBC Radio 4





# Contact details

If you have any questions about any of the content feature in this guide, or just have queries relating to the wider PR programme, then please do not hesitate to get in touch. We are here to help you make the most out of your time at Glee 2018 – so please use us!

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