



Your PR Guide

How to prepare your communication
campaign for Enlit Europe

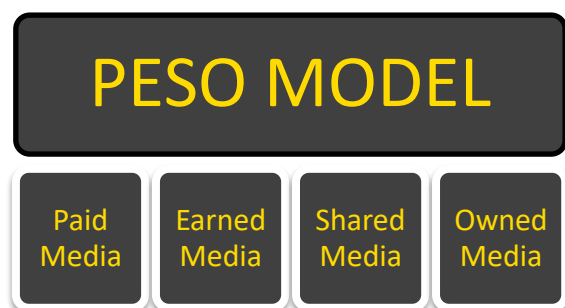
GENERAL CONSIDERATIONS

We know that your main goal for exhibiting at Enlit Europe is lead generation: securing new leads and networking opportunities as well as reinforcing existing relationships that can result in new business. PR can help you attract a bigger number of prospects to your stand and any other events you may be planning to organise onsite. Furthermore, a good relationship with the media will help you promote your products and news within your target audience. This quick guide is designed to help you achieve this.

A large number of journalists and media partners will be attending our event. Despite the fact we cannot create a strategy for each exhibitor, you can benefit from our journalist reach, media partner list and news platform in order to reach out to them easily.

You will find a number of methods and platforms you can use to give visibility to your content and spread the word in the media about your releases. Don't forget: most journalists will want exclusive information, if that's possible. If you are announcing something new during a press conference, make sure that the product or service being launched is innovative and specific for their audience.

In order to create a successful PR campaign, you can follow the PESO model, which shows how to combine different media disciplines to get the most out of your campaign.



Paid Media

Paid advertising including social media advertising, sponsored content, banners or emailing.

Earned Media

Content pieces created by media (trade or mainstream) covering your brand news.

Shared Media

Social media interactions that generate brand awareness.

Owned Media

If you own any publication, media, blog, reports, newsletter, etc.

ORGANISE YOUR CAMPAIGN

WHO DO YOU NEED TO REACH

Just like you spend some time researching in advance which prospects you want to meet during the event by checking the attendees and exhibitor lists, take some time to think about where would you like to see your brand story published. Take a look at our [Press List](#) from last year and our [Media Partners list](#), and see which of the publications is a good match for your brand and the audience you want to reach. Is there anything you can tell them about your brand or services that can be of interest to them and their audience? Then this should be part of your PR campaign. Remember that a focused campaign will bring you good results. If the publications don't match your needs, don't waste your time and effort trying to contact them.

REMEMBER: Collaboration with your sales team will be paramount to determine who is your audience.

DIFFERENT CHANNELS

Paid Media

Decide which of the channels is better to reach your audience. Try a test campaign and analyse the results. Social media, trade media, mainstream, etc.

Earned Media

Dive into the content you can provide them with. Search which of your target media can be interested. Is it in our press list? Contact them based on that relationship. Ask who would be the best person to send your content to. You can create your own journalist database to whom you submit any content you think is interesting for them. Please bear in mind that sending content just because you want it published even though it's not right for the publication is never a good idea. If you want the journalists to take your content seriously and publish it, be selective and offer them exclusive content.

Shared Media

Share, like and recommend! If you are doing cool things onsite or prior to the event, let everybody know! And remember that creativity goes a long way: anything that is new, catchy and innovative will attract more attention and will convert into a bigger buzz about your brand.

Owned Media

Think very carefully about what you publish. Non-stop communication will not be effective, don't be salesy or too feature-led, explain the benefits and why this can be a game changer for your target audience. You will get more interest when you show why they cannot live without your products or service. Don't be too detailed and make them curious: "Do you want to learn more about this? Visit our stand/ join our press conference / contact us."

HOW CAN YOU START?

- Adapt your actions and content to your audience and be sure your message gets through. It is not the same to explain something to a trained, skilled technical audience than to a mainstream one.

- Learn and practice. Decide who will be the spokesperson and train them. Having a preliminary contact with the journalist to know what kind of details they will focus on and which will be their main interests will be a good starting point. Rehearse the interview internally to prepare the spokesperson and create preapproved responses to more complex questions.

WHAT IS THE BEST WAY TO DO IT?

- **Press releases** work if you need to communicate something new to a wider number of media. Just sending one out doesn't mean you will get published, so make sure you follow up afterwards.
- **Interviews** give visibility to your project leaders, your C-level executives or your experts. Make sure they feel engaged with the brand and part of the team, are enthusiastic when explaining their role and have a clear and trustworthy way of speaking. Don't forget about body language and keeping eye contact.
- **Social media posts** can promote your involvement, share news, generate conversation and get to know people who can be interested in your product prior to the event.
- **Do something unique** will make you stand out. Everybody is organising drinks at 16h, so why don't you organise a small brunch for your clients to present your new product? The possibilities are endless, just try to be different and you will get more attention. If you want to make journalists interested, make them feel special. Take the time to explain your news to them in detail, show your interest in their publication.
- **Audiovisual and photographic material** will help you build a press toolkit Be sure you have enough material to show that your products and services are as good as you say they are (outdated or low-quality images or videos can damage your brand).

PR SCHEDULE

Pre-event

- Create a journalist database including the main publications where you want to be featured. Contact them to introduce yourself and your company, invite them to your stand or side event if relevant for them.
- Send them a piece of content that can be interesting for their audience. Prepare the content you want to share carefully. You can find a template in the Exhibitor Portal (go to the page MY PR Guide) for that purpose. Pay special attention to spelling and grammar.
- Call them once they know you to suggest an interview about a new product or service.

During the event

- Hold events that are supported by great content. Drinks or snacks are great for attracting people to your stand, but it can be a real waste of time if the turnout are not potential clients or media. Be sure you always combine it with an announcement, a release, a brief speech or a presentation to increase ROI.

FINAL NOTES

- Despite how innovative and creative you may be, preparations are always key to a successful event PR campaign and to a higher ROI.
- Listen to your team and combine their individual efforts and goals. What do you need to sell, who should sell it and who do you need to reach? Do you need to involve the sales, marketing and communication teams? Make sure everyone knows about your main goals and is involved and committed.
- Be targeted. Focus on what is important. Sometimes less is more.
- Ask the Enlit Europe marketing team for advice; check all the available guides, information and templates in the Exhibitor Portal on the page 'My PR guide'
- Plan everything ahead and make sure you don't leave all preparations until the last month before the event.

GOOD LUCK!