



# ARE YOU READY FOR INTERNATIONAL CYBER EXPO 2024?

**A guide to maximising your  
PR and marketing activity at  
International Cyber Expo 2024.**

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INTERNATIONAL  
CYBER  
24 - 25 SEPT 2024  
OLYMPIA LONDON EXPO

Trade shows are a great opportunity to get noticed. Your target audience will be attending the show, the world's press will be descending on the event and your company's senior team will no doubt be there in force too. In reality though, successfully launching a product or making an important announcement at a major trade show will go almost unnoticed if you're not prepared and do some ground work prior to the event.

To activate a successful PR campaign around a trade show you should be planning activity months before the event takes place.

But don't panic, **Eskenzi PR**, International Cyber Expo's official PR partner is on hand to help you.

Our job is to support the promotion of the event to help drive visitor numbers, awareness, plus we're here to help you promote your attendance before, during and after the show.

Make sure you read all of this document to guarantee you don't miss out on all the FREE promotional opportunities.

## 1

### **What are you talking about?**

Content is king and this is very true when planning trade show promotion. To be able to gain maximum exposure, it really takes time to plan what messages you want to portray at the show.

Think about the challenges around the product you're showcasing, the customers that could talk on your behalf about an amazing project or some 'ground-breaking' research. Once planned, you'll have a great base to start your PR trade show campaign.

## 2

### **Make sure you read your exhibitor pack - this pack!**

As a paying exhibitor, there are exposure opportunities you can take advantage of. These range from a simple 100-word profile in the Event Guide to taking part in Media Partner previews and editorial opportunities.

All of these opportunities should be taken. No matter how small, if you have your content ready, it can be easily adapted to achieve maximum exposure.

Just be sure to keep us included...the more we know about your exciting product launch plans, or disruptive research, the better we can promote you in media outreach and pre-show editorial.

## 3

### **Distribute press releases under embargo**

With so many companies traditionally making announcements and launching products on the first day of an event, you may want to consider issuing the release in the months leading up to it.

If you do have to share the news during the show, why not distribute an approved release early with an embargo date, to the registered press list as well as journalists that are not attending?

Just don't make the journalists hold the news for too long, so maybe pitch a week prior to the show.

Remember to also send the press release to [ice@eskenzipr.com](mailto:ice@eskenzipr.com), so we can let the press know too.

## 4

### Get vocal on social media

Constantly promote your attendance at International Cyber Expo via your social media channels. Invite people to visit your stand, give sneak peeks at what you'll be showcasing or talking about. Offer VIP visits to the stand with one-to-one meetings. Make sure to share valuable takeaways from speaking sessions and/or discussions with attendees too. Last, but not least, take lots of photos!

Use the show's Twitter handle: @IntCyberExpo and hashtag: #ice2024 and we'll pick the update up and share it with the community. On LinkedIn, use @international-cyber-expo.

## 5

### Network, network, network

One big lesson we've taken away from the pandemic is the importance (and joy!) of face-to-face interactions. This is the time to catch up with old acquaintances and build new connections. Of course, a key objective for you will be to capture leads, but why not invite a couple of other company spokespeople to join your sales team?

The event will attract analysts and media presence, and these are exactly the people you want to get in front of too. Your spokespeople, whether media-savvy technical experts, advocates or C-Level executives, are your storytellers. With their expertise, they paint a picture of what the threat landscape looks like, where the future is headed and how it concerns businesses. By getting them in front of the right people, you position your company as a thought leader in the space.

We would be happy to help facilitate these interviews, so do get in touch!





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In the days leading up to International Cyber Expo, we will be circulating an electronic press pack to attending media and analysts. The pack will provide a snapshot of each of the exhibitors present, along with important resources such as photos and other marketing material.

See it as a gentle introduction to who you are, and what you do – an opportunity to nudge open the door for conversation! It will also be what journalists will refer back to when writing a story.

To create a strong press pack, make sure to include:

- An '**About Us**' page – e.g company boilerplate, your story and mission, key product/service features, target audience etc.
- **Key facts/statistics** – e.g no. of customers, founding date, company location, company size, sales numbers, social media engagement, awards won etc.
- **Biographies** on your executive team and spokespeople. Don't forget to include each of their bylines.
- **Press releases** recent and important company announcements.
- **Customer testimonials/case studies**
- **Branding/Marketing Material** – e.g high-resolution logos, graphics, headshots etc.
- **Contact details**

**DEADLINE:** Send your press pack in pdf format by **EOD 13th September 2024** to [ice@eskenzipr.com](mailto:ice@eskenzipr.com)

Press releases are crucial to informing the media of your company's news – be it a product launch, ground-breaking research or a new partnership. But as you know, it's a crowded market so here are our top tips to ensure your press release cuts through the noise.

First and foremost, ask yourself:

## IS IT REALLY NEWS?

Before you even think about writing a press release, think about whether it is actually newsworthy. Would it be of interest to 'Joe Bloggs'? Have we heard it before? Is it surprising and can it help solve problems?

## KILLER HEADLINES

Journalists get thousands of press releases a day, so make sure your headline stands out. Don't try to be

clever... Journalists only have a few seconds to understand what your news is about, so make sure you tell it in the headline (which also works as your email subject line).

Also, make sure you're clear in your email subject line that it is a press release by labelling it so: "PRESS RELEASE: XX launches..." etc.

## SQUEEZE THE NEWS IN THE FIRST PARAGRAPH

Getting a journalist to open your email is important, but if your first sentence doesn't grab them, they may not read any further. Your 'top line' is the most important part of the release. Your first line should be a summary of the story (in no more than 15-20 words) and read like the opening of a news story. You can spend the rest of the release developing the news with further detail.



## CLEAR & CONCISE

Don't waffle. No one wants to read about how wonderful your clients and products are... they want to know the news and that's it! And make sure they walk away with that one clear message.

The ideal length of a press release is about an A4 side or about 300 to 400 words (the length of a short news item). That's just three or four short paragraphs and a couple of quotes. If yours is longer than that, you've probably got unnecessary waffle that doesn't add anything to your story.

## INSIGHTFUL QUOTES

Always include quotes from your spokesperson, but make sure they are insightful, not regurgitating what you've just said or come across like a sales/marketing blurb.

## MAKE THE 'ICE' CONNECTION

Don't forget to make the connection between your exciting news and International Cyber Expo (including which stand they can find you at)! Will you have your experts on stage delve into your latest research findings? Will you have

your newest partner at the stand for interviews? Will you be showcasing your product?

## THE FIRST DRAFT IS NEVER RIGHT

With all press release drafts, the first version is never right. Always get someone to proofread it and be open to changes.

## TAILORED PRESS LIST

Journalists HATE receiving press releases that are not relevant to them. This can ruin your relationship with certain journalists immediately without even speaking to them. Always look at a distribution list and take out the journalists that would not cover the story and add anyone that might be new to covering the area your release is about.

## INCLUDE THE COMPANY BOILERPLATE

Make sure you include the company boilerplate in the 'About' section. This goes at the bottom of the release, along with a media relations contact.





One of the fantastic benefits of attending an in-person event like this, is the ability to squeeze in numerous media/analyst meetings. It's a valuable opportunity to help them get to know you and build rapport for further opportunities down the line.

As we near the event, we'll share a list of journalists who have confirmed their attendance. While we don't encourage you to bombard them with trivial or irrelevant interview requests, a well-crafted and tailored pitch *is* welcome. Take some time to think about what value you can bring the journalist and tie it to compelling news hook.

Once you've secured your interview(s), keep in mind the following do's and don'ts.

## MEDIA INTERVIEW – DO's

### DO YOUR BACKGROUND RESEARCH

Before meeting with the journalist(s), make sure to do your research. Read the publication your journalist writes for and the last articles they wrote to understand their style and areas of interest. Take into account how technical/non-technical they may be and tailor your content to the audience they plan to reach. Also, do some industry research to know what the 'hot topics' are.

### BE CONFIDENT

Have confidence in what you're saying. You're the expert and that is why the journalist is speaking to you.

### BE NATURAL

Be yourself and treat the interview as conversation with a friend rather than a corporate-driven speech.

## BE ON TIME

Press time, especially at tradeshow, is very tight so always be on time. If you know you're running late, let your PR representative know so they can rearrange or inform the journalist.

## PREPARE YOUR MAIN TALKING POINTS

Try and think of three key points you want to get over to the journalist about that all-important product launch or company announcement/messaging.

## MENTION CUSTOMERS

Journalists like to know who your customers are and how they are using the company's solutions, but always make sure those organisations are happy to be mentioned to press.

## LISTEN

Although the journalist is there to hear you speak, always make sure you listen to what they have to say and the questions they ask. If you don't understand their questions, ask them to repeat it. Don't get caught out by not understanding what they are looking for.



## BE AVAILABLE

Sometimes journalists don't get all the information they need on the first meeting. Be prepared and available for further calls and offer more information, if needed.

## MEDIA INTERVIEW – DON'Ts

### **SAY ANYTHING 'OFF THE RECORD' OR THAT IS 'NOT TO BE PRINTED'**

Remember whatever you say has the potential to be printed, so please refrain from saying anything you think/know would be contentious.

### **ASK TO REVIEW THE ARTICLE BEFORE IT GOES TO PRINT**

This will annoy any journalist. It looks like you don't trust them and are questioning their journalistic integrity. If you have followed the rules, there should be nothing written out of context.

### **LIE, SPECULATE OR SAY 'NO COMMENT'**

Sometimes there will be questions that you don't have the answers for. Rather than making up responses that could get you into hot water, say to the journalists you'll find out and get back to them ASAP.



# SHOWFLOOR VIDEO INTERVIEWS

**International Cyber Expo will have a film crew on the show floor for the two days of the event to conduct video interviews with exhibitors, speakers and visitors.**

The recorded interviews will be used across International Cyber Expo's social media platforms and for marketing material to promote the show.

If you're keen to share your news, views and product/service announcements, then please get in touch via [ice@eskenzpr.com](mailto:ice@eskenzpr.com) and let us know your spokesperson and availability and we'll work to get filming booked in the diary.

**DEADLINE: 1 September 2024**





## 3 MONTHS OUT

- ☐ Finalise your company's messaging and objectives for the event.
- ☐ Determine what your big announcement will be.
- ☐ Invite your customers to visit you at your stand via email shots.
- ☐ Build a social plan promoting your attendance at the event.

## 2 MONTHS OUT

- ☐ Distribute your press release and upload it to the International Cyber Expo website.
- ☐ Identify your spokespeople and prepare them for interviews.

## 1 MONTH OUT

- ☐ Book in your showfloor video interview via [ice@eskenzipr.com](mailto:ice@eskenzipr.com) by 1 September 2024
- ☐ Share your press pack with [ice@eskenzipr.com](mailto:ice@eskenzipr.com) by 13 September 2024
- ☐ Pitch and invite press to speak face-to-face with your spokespeople at the show.



## Feel like you still need help?

Get in touch with us – we would be happy to help!

You can reach us at [ice@eskenzipr.com](mailto:ice@eskenzipr.com)

Make sure to stop by the Press Office on the day and say hi, too.

We look forward to seeing you at Olympia, London on the 24th – 25th September 2024.

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