



## BUSINESS TRAVEL SHOW EUROPE - KEY PR DATES FOR EXHIBITORS

DEADLINE DATE	PR ACTIVITY
<b>ASAP</b>	Send the name and contact details of your PR person to <a href="mailto:btse@bigtop-pr.co.uk">btse@bigtop-pr.co.uk</a>
<b>ASAP</b>	Add <a href="mailto:btse@bigtop-pr.co.uk">btse@bigtop-pr.co.uk</a> to your media mailing list and send us your press release and images – we will happily share all editorially-appropriate news on our social media feeds and the Business Travel Show Europe website.
<b>ANY TIME</b>	Tell the trades you'll be at the show.  We have created a press release template for you to cut and paste: <a href="https://www.dropbox.com/s/6sbmvof7vbzgoyw/BTSE22%20exhibitor%20press%20release%20template.docx?dl=0">https://www.dropbox.com/s/6sbmvof7vbzgoyw/BTSE22%20exhibitor%20press%20release%20template.docx?dl=0</a>
<b>APRIL - JUNE</b>	We're always on the lookout for great blog content. They raise awareness of your company, the fact that you're exhibiting and drive traffic to your site. We share all of our blog posts on our social media channels, which have over 34,000 followers.  Good topics for this year? Pandemic recovery, sustainability, eco-travel, risk management, cost-cutting, ground transportation, data, distribution, personalisation, technology, SBTs, traveller wellbeing, frictionless travel...  You can find out more information including how to submit your blog in our blog guidelines: <a href="https://www.dropbox.com/s/04dl9eh677ciosu/BTSE22_BTSEBlogGuidelines.pdf?dl=0">https://www.dropbox.com/s/04dl9eh677ciosu/BTSE22_BTSEBlogGuidelines.pdf?dl=0</a>  Please be mindful, we expect to receive a lot of posts during June – your post will have a better chance of being published the earlier you submit it as we only publish one blog per day.
<b>ANY TIME</b>	Follow the Business Travel Show Europe social media channels and contribute to the conversation.  We will follow you back and share your posts.  <a href="https://twitter.com/btshoweu">https://twitter.com/btshoweu</a> #BTShowEu <a href="https://www.facebook.com/businesstravelshoweurope">https://www.facebook.com/businesstravelshoweurope</a> <a href="https://www.linkedin.com/company/2726671/admin/">https://www.linkedin.com/company/2726671/admin/</a> <a href="https://www.linkedin.com/groups/2048219">https://www.linkedin.com/groups/2048219</a> <a href="https://www.instagram.com/btshoweu/">https://www.instagram.com/btshoweu/</a>
<b>APRIL - JUNE</b>	Do you have a colleague or client speaking at the show?  Why not pitch a comment piece around their session to the media to run in May/June – we can help with this if you need us to.  Or write a short blog piece for the Business Travel Show Europe blog about their session/panel.

<b>MAY – JUNE</b>	<p>Do you need to hire a space for a press event?</p> <p>Please email <a href="mailto:btse@bigtop-pr.co.uk">btse@bigtop-pr.co.uk</a> ASAP and we can connect you to the right person.</p>
<b>MAY</b>	<p>Plan your social media campaign NOW for the six weeks up to the show – this is when buyers are most engaged and registrations peak.</p> <p>Ask your design team to create special graphics/video snippets. Canva and Placeit are great graphic design platforms and are free to use.</p> <p>Refer to our handy social media guide for tips:  <a href="https://www.dropbox.com/s/9ncis45msk5c61q/BTSE22_SocialPRGuide.pdf?dl=0">https://www.dropbox.com/s/9ncis45msk5c61q/BTSE22_SocialPRGuide.pdf?dl=0</a></p>
<b>27 MAY</b>	<p>Deadline for BTN Europe Summer print edition.</p> <p>Focus on - Europe's Leading TMCs. The 26th annual edition of the report will bring readers essential analysis of this evolving sector and the all-important rundown of travel management companies in the UK, France, Germany and other markets.</p> <p>Get in touch with Andy Hoskins if you'd like to contribute - <a href="mailto:ahoskins@thebtngroup.com">ahoskins@thebtngroup.com</a></p>
<b>APRIL - JUNE</b>	<p>Let everyone know you'll be at the show – download the free banners for your marketing team to use from the E-Zone.</p>
<b>EARLY JUNE</b>	<p>Planning a press event? Get in touch with us at <a href="mailto:btse@bigtop-pr.co.uk">btse@bigtop-pr.co.uk</a> and we can help you avoid diary clashes.</p>
<b>EARLY JUNE</b>	<p>Contact the media to set up onsite interviews. We will send you the outlet names on our registered media list in mid-June.</p>
<b>20 JUNE</b>	<p>This is the last day that you can upload your press releases via the e-zone for the Business Travel Show Europe website.</p>
<b>20 JUNE</b>	<p>If you are planning an event at the show – please do book your own photographer as we cannot guarantee the show photographer will be available.</p>
<b>24 JUNE</b>	<p>This is the deadline to email us your show Tweets. We will line up one post per exhibitor per show day including images.</p> <p>Please ensure your tweets include #BTShowEu and your stand number, are written in the third person and are no more than 280 characters. Please also share a landscape image no bigger than 3Mb.</p>
<b>24 JUNE</b>	<p>Send your embargoed show news to Andy Hoskins at BTN Europe - <a href="mailto:ahoskins@thebtngroup.com">ahoskins@thebtngroup.com</a></p>
<b>24 JUNE</b>	<p>Today is the deadline to email us about any events you are holding at the show – happy hour, competitions, mini seminar sessions?</p> <p>We will add it to our press calendar, which is sent to media on 28<sup>th</sup> June.</p> <p>Please email it to – <a href="mailto:btse@bigtop-pr.co.uk">btse@bigtop-pr.co.uk</a></p>

<b>27 JUNE</b>	<p>We will distribute your show day press release and images to the Business Travel Show Europe media list free of charge at 0900 on the opening day of the show.</p> <p>Please send your show day press release and images to us at <a href="mailto:btse@bigtop-pr.co.uk">btse@bigtop-pr.co.uk</a> by end of play today.</p> <p>Please be reassured that we will respect your embargoes.</p>
<b>27 JUNE</b>	<p>Send news to BTN Europe to be considered for day one of the Show Daily – <a href="mailto:ahoskins@thebtngroup.com">ahoskins@thebtngroup.com</a></p>
<b>28 JUNE</b>	<p>Send news to BTN Europe by 10am to be considered for day two of the Show Daily - <a href="mailto:ahoskins@thebtngroup.com">ahoskins@thebtngroup.com</a></p>
<b>28/29JUNE</b>	<p>Deliver your press packs to the press office.</p>
<b>30 JUNE</b>	<p>Quotes from your spokespeople for the post show press release should be sent to <a href="mailto:btse@bigtop-pr.co.uk">btse@bigtop-pr.co.uk</a> by 12pm</p>
<b>30 JUNE</b>	<p>Retrieve any unused press packs from 4pm.</p>