

HOW TO MAXIMIZE MEDIA AT ALL PHASES OF AN INDUSTRY EVENT

For many businesses, a conference is a prime networking opportunity—a chance to socialize with industry colleagues, meet prospects and sign new deals. It's also an opportunity to generate significant media buzz. But with busy schedules and lots of competitors vying for the media's attention, companies need to have a solid strategy and game plan for every phase of the event: before, during and after.

Ready to get started? Use these tips to maximize your media presence at any industry event.

Tips to Maximize Media **BEFORE** an Industry Event

Build a Robust Social Media Presence

- | Research to make sure you're using the right handles and most-popular/dedicated event hashtags, which you can find on the conference website, social channels and agenda.
- | Follow keynote speakers, sponsors and other individuals and businesses associated with the event.
- | Announce that you'll be attending the conference over social channels (LinkedIn is the best for pre-event posts) and let people know how to connect with you—at a booth, direct message, etc.
- | List the event on your company's website and across social channels.
- | Retweet and share posts from event organizers and prominent speakers/attendees, including their handles for further amplification. Make sure to balance the amount of shares and posts to ensure you're not over-saturating your channels with messages about the conference.

Generate Pre-Event Media Interest

- | Contact reporters to arrange introductory meetings or one-on-one interviews at the event.
- | If you have a newsworthy announcement, consider releasing company news before or even during the event (insignificant news will get lost in the shuffle).
- | Consider unveiling new photos or other visuals, giving media more incentive for an on-site interview.

Plan and Create Opportunities to Build Further Visibility

- | Offer to join a panel to help build visibility with the media and consider paid social ads to promote your participation.
- | Host a breakfast or cocktail hour and invite media to attend.

Tips to Maximize Media **DURING** an Industry Event

Follow and Join in Discussions, Online and Off

- | At the outset, download the event app to stay informed and up-to-date on internal discussions and social events, scheduling changes and conference layout.
- | Keep a close eye on keynote addresses, which often lead to additional discussions and dialog.
- | Follow hashtags on Twitter and join the discussion.
- | Post, share and retweet on-site interviews.
- | If you're a speaker, have your colleagues take videos and photos and then share on social channels. You can even pre-plan posts to streamline the day-of process.
- | Provide a clear and detailed description of your booth locations, including landmarks to help people find you.

Tips to Maximize Media **AFTER** an Industry Event

Keep Up the Momentum

- | Post links of media coverage to the news section of the company's website.
- | Incorporate videos and key takeaways into your company's content calendar—blogs, emails, premium content, social media. Include referral links to articles to support your follow up.
- | Evaluate which videos and photos from the event got the most likes and shares on social media.
- | Schedule follow-up meetings with reporters. Conferences are busy and it's not always possible to speak to everyone onsite.
- | Follow-up calls and emails can help to fill in the holes and keep the relationship going.
- | Was there any important news released at the event? Consider how you can comment on timely news and trends.
- | Think about what worked and what didn't and make necessary changes for your next conference.

Contact Chris Cherry, Chief Engagement Officer at ccherry@jconnelly.com
or call us at 973-850-7329 to see how we can help.