
T&S PARTNERS PR GROUP

Five Tips To Trade Show Media Success

Once your Trade Show PR Campaign has been launched, it's important to be thoroughly prepared when the Media calls. They can ask for an interview on the spot, or give you an opportunity to arrange a date, time and place.

Here Are Some Things To Remember:

Dress appropriately for the interview, particularly if it's a TV interview. How you present yourself will be remembered--and possibly written about.

Try and develop a rapport with the reporter at the start of the interview. An indifferent or adversarial approach to the Press is never a great way to begin.

It can be difficult to answer every question extemporaneously, so arrive at the interview prepared with written materials to which you can refer.

Be sure to be ready with your Press Kit information. Keep in mind significant distinguishing features that separate you from your competition, plus the facts and figures that make your company or service unique.

Remember to include the name of your company and your web address throughout a broadcast interview, and with more subtlety during a print, blog or website interview.

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