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Five Ways To Parlay Trade Show Media Relationships: Become A Quoted Source

The relationship you develop with reporters at Trade Shows should not end with only those articles published and that footage broadcast. You'll want to become a valuable media source, quoted whenever there are breaking stories about your industry that will define your expertise to a wider audience.

Here Are Some Ways To Develop Media Relationships:

Provide valuable industry information at the time of your interview. If it's by phone, offer to send the latest statistics--and do so immediately. Solidify your position with editors and reporters by making their job easier.

Return calls as promptly as possible, within 15 minutes being the ideal. Be prepared to offer private and home phone numbers and alert your assistant to reporter's names, so they will be put right through. Remember the Media works on a 24-hour news cycle.

Try and develop a rapport with the most important news outlet in your industry. If your industry is also covered by major newspapers, you'll want to be the person often quoted—so that TV producers will seek you out.

Alert your favorite reporter to industry shifts. They all love to scoop the competition, and you will be mentioned in the story.

Keep promises. If you commit to an op-ed piece by a certain date, be sure to deliver on time, or you'll never hear from that editor again.

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