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PR Firm Releases Five Tips To Trade Show Media Success

(Los Angeles, CA, January 3, 2008) T&S Partners PR Group today announced the first in a series of Tips Sheets for Trade Show Exhibitors. With trade shows contributing a significant 56% to the business-to-business purchasing decision, understanding how to work effectively with the Media will help companies stay ahead of the curve at these important events.

"Engaging the media before, during and after a trade show is key to creating the buzz that will differentiate a company," said Todd Lee, managing director of T&S Partners PR Group, www.tspartnerspr.com. "Being prepared when the media calls is a crucial step in that process, which is why we released **Five Tips To Trade Show Media Success** as the first in our new series," Lee stated.

Being media savvy can help a CEO at trade shows and any time the media needs an expert industry opinion. Being properly prepared for an interview shows respect and illustrates command of a subject. Providing a reporter with the facts and figures to back up a point of view helps them do their job, and gains a company recognition.

"Our Tips Sheets deliver important insight in a fast format," declared Beth Mandel, creative partner at T&S Partners PR Group. "These succinct reads are a ready reference for maximizing Trade Show success," she continued.

Download **Five Tips To Trade Show Media Success** at www.tspartnerspr.com/trade-show-expertise. Mandel and Lee take a PR approach to achieving Trade Show ROI in their Trade Show Tactics Blog at tspartnerspr.com/category/trade-show-tactics-blog.

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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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