



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

2011 INTERNATIONAL CES® PRESS CONFERENCE DOS & DON'TS

Do...

- ✓ Invite media to your event by using our *Pre-Registered Media List* available on CESweb.org starting November 4, 2009
- ✓ Open doors **15 minutes** prior to your event starting
- ✓ Book the **appropriate space** for the number of press you expect (one meeting room = 100 seats)
- ✓ Have **staff on hand** to help with direction, registration and seating
- ✓ Start and end **on time**
- ✓ Present for **30 minutes** and leave 15 minutes for Q & A
- ✓ Notify CEA staff if your event is **invitation only**
- ✓ Make the event **newsworthy** with an exciting company or product announcement
- ✓ **Promote your event** through press releases, press calls and pitches
- ✓ Provide **press give-aways** and/or food and promote that in advance
- ✓ Distribute One Page Product Spec sheets and digital/USB **press kits**
- ✓ Invite press to **your booth** for more information and product demonstrations
- ✓ Visit **CESweb.org** for more information

Don't...

- ✗ Start Late
- ✗ End Late
- ✗ **Read** straight from a power point
- ✗ Schedule a press conference if you have **no news**
- ✗ **Eliminate Q&A** with media
- ✗ Hold a conference that lasts **more than** 45 minutes
- ✗ Expect media to attend without **proactive** work on your part
- ✗ Schedule an event that conflicts with any of the **CES Keynote Addresses**