



DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY  CEA

2008 INTERNATIONAL CES® PRESS CONFERENCE DOS & DON'TS

Do...

- ✓ Invite Media to your event by using our Pre-Registered Media/Analyst list available on CESWeb.org
- ✓ Book enough space for the realistic number of press you expect (one ballroom = 100 guests with theater style seating)
- ✓ Open the doors **at least** 15 minutes before your event starts, with plenty of staff on hand to help with VIP media and seating
- ✓ Start **on time**
- ✓ Present for 30 minutes and leave 15 minutes at the end for Q & A
- ✓ Be energetic, creative and charismatic
- ✓ Make your event "**invitation only**" if your company runs the risk of overcrowding the requested space
- ✓ 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
- ✓ Distribute company press kits
- ✓ Invite Press to your booth for more information and product demonstrations

Don't...

- ✗ Start late
- ✗ End late
- ✗ Read straight from a power point
- ✗ Open the doors at your start time, and expect everyone to be seated in 5 minutes
- ✗ Schedule a press conference if you have **no news**
- ✗ Eliminate Q&A with media
- ✗ Hold a conference that lasts more than 45 minutes
- ✗ Expect the media to attend your event without **proactive** work on your part