



Hosting of a successful exhibition

Public Relations, an effective communication tool

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Public Relations

- PR for Events (and the Events industry)
- PR Events





Public Relations

- PR consultants and managers play a critical role in developing their employers image and reputation
- PR is the most effective creator of a climate for successful promotion and selling of the company's products and services and building its business



Public Relations

- Be good and tell it
- Corporate activity characterized by systematically building and maintaining good relations between an organisation and its stake holders, always observing ethical codes



Systematic!

- PR Plan: Matrix approach
- Organisation's target groups
- PR Tools
- Frequency
- Budget



Good relations!

- Happy staff
- Proud families
- Impressed visitors
- Satisfied exhibitors
- Pleased owners/share holders
- Joyful suppliers
- **Well informed media**



Stake holders!

- Exhibitors
- Visitors
- Conference delegates
- **Trade and consumer Media**
- Staff
- Suppliers
- Industry organisations
- Competitors and colleagues
- Government
- Shareholders



Ethics!

- Power and responsibility of the media
- Transparency in objectives and behavior
- Media and PR consultant
- Companies and their PR representatives
- ‘brown envelopes’?
- Propaganda
- Advertorials
- Need for news
- Ownership of ideas; copyright



Communication mix

- Formal/informal one-on-one and group communication
- Public Relations
- Corporate communications
- Shareholder relations
- Government relations
- **Press (or media-) relations**
- Promotion
- Marketing
- Product PR
- Sales
- Sales Promotion
- Campaign management



Public relations

- Pro active and re-active
- Always respectful
- Well informed (research)
- Multicultural
- Multi lingual
- Once off, unique
- Seasonal; recurrent



An effective PR campaign

1. Consider first how, when and why campaign is needed. Define objectives.
2. Set specific, time sensitive, goals to keep your campaign consistent.
3. Carefully identify your specific target groups.
4. Establish timeline, coinciding with other marketing initiatives.
5. Measure failures and successes



Essential skills and characteristics

- (Media-)writing skills; grammar!
- Punctuality
- Honesty, reliability
- Up to date general knowledge
- Real interest in people
- Knowledge of media needs
- Knowledge of closing and production times
- Knowledge of media funding models
- Creativity (making news!)
- Associative thinking
- Event management skills



Press (media-) relations

- Database management
- Personal investments
(24/7 accessibility; media spokes-person)
- **Press (media-) releases**
- Press interviews
- Radio and TV interviews
- Media sponsoring
- Press features, factsheets, photo's
- Press Conferences (media kits; gifts)
- Newsletters, electronic media
- Calendars of events



Press release

- Statement in third person
- Written for either generic or specific target group
- Catchy, descriptive heading
- Short and to-the-point
- Careful with quotes
- Designed to provoke thoughts of the reader
- Makes the journalist interested in 'more'
- Factual and newsworthy (dates, references)
- Not primarily commercial
- Released at the proper moment
- Full contact details (including cell phone) for more information



Other communication tools

- Interviews
- Features
- Electronic news
- (Email) newsletters
- Social media
- Product publications
- Annual reports
- PR events



Speaking to the media

- Keep it simple. One message!
- Always answer the Who, What, Why, Where and When questions
- Come with the important news first
- Be an expert
- It's not about you (most of the time)
- Be pro active. Don't wait for questions



Contact with the media: Ten no-no's

- Do not lie or mislead
- Do not delay. Speed up. Keep your promises; adhere to deadlines
- Do not be inaccessible
- Do not be boring. Be fresh, interesting
- Do not chit-chat or be long-winded
- Do not oversell; be careful with quotes
- Do not bribe
- Do not use a massive pitch, rather target your media representatives
- Do not get egoistical
- Do not get discouraged



PR tools for the event organizer

- Press releases and features
- Press photo's
- Press conference
- Press pre-visit
- New product releases
- Surveys
- Industry trends
- Official Opening and Closing
- Record visitor numbers
- Celebrity visitors
- Spectacular sub-events; setting new records



Get started: Your own (event) PR strategy

- Audit your event for PR opportunities
- Organise a Communication Day
- Prepare a PR year plan (be pro active, control your message, budget, events)
- Plan your activities against target groups (your PR matrix)
- Add PR opportunities (hard news, sponsor involvements, speaker programme, staff stories, surveys, research, etc.)



Case stories and anecdotes

- The Rainbow Fair (know your target group)
- Vrouwen Netwerk (be innovative)
- Boatshow theatre (create news)
- Official opening events (endorsements)
- Special interest sub events (Book fair)
- Trade fair conferences (add value)
- Building a house (Builders fair)
- Caravan innovation prize (Camping show)
- Light fitting designers award (Homemakers)