



D.4.4 - Recommendations for Press handling

Project Acronym	Apps4EU
Grant Agreement number:	325090
Project Title:	Apps for Europe

Revision: v1.0

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Project co-funded by the European Commission within the ICT Policy Support Programme
Dissemination Level

P	Public	X
C	Confidential, only for members of the consortium and the Commission Services	

Revision History

Rev.	Date	Authors	Org.	Description
V.1.0	03/02/2014	Arjan El Fassed	Open State Foundation	Final Version for submission

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Introduction

We found out that in relation to techsites and techjournalists, developing a press kit was not the right tool. Relations with media have to be carefully built. In terms of outreach we noticed that around events there was a lot of competition from other events. Instead we provide an overview of press coverage for the Amsterdam hackathon and a short overview of lessons learned.

Press coverage

We have sent out three press releases in 2013 to tech sites. We have sent 32 invitations to tech journalists in 2013.

Overview of press coverage:

- http://www.wired.com/beyond_the_beyond/2013/06/apps-for-europe/
- http://www.volksgezondheidtoekomstverkenning.nl/Over_deze_VTV/Nieuwsoverzicht/Amsterdam_Hackathon_Apps_for_Europe
- <http://www.epsiplatform.eu/content/apps-europe-hackers-oust-mayor-amsterdam>
- <http://www.emerce.nl/agenda/apps-for-europe-first-business-lounge>
- <http://www.foliaweb.nl/studenten/studenten-amc-ontwikkelen-apps-tijdens-hackathon/>
- <http://www.dutchcowboys.nl/online/28870>
- <https://www.hackerleague.org/hackathons/hack-de-overheid-hackathon-apps-for-europe/blogposts/51cbf8a7e43cd328e3000049>
- <http://www.euskadinnova.net/es/innovacion-social/noticias/apps-europe-lanza-competicion-para-aplicaciones-con-datos-abiertos/11238.aspx>

Short summary of lessons learned media exposure

Before the kick-off of the first Business Lounge in Amsterdam we have contacted a variety of media. Since it was the start of a series we have contacted both wire services as well as tech blogs.

What we've learned from media strategies and the work we did around the kick-off event shows that techjournalists prefer to tell the stories of successful start-ups, innovating apps and winners. We also believe that building relationships with staff from wire services creates the biggest outreach because lots of blogs automatically incorporates wire service stories with relevant tags.

For the Amsterdam hackathon we had interests from Agence France Presse and the local correspondent of Associated Press. Unfortunately, on the date of the event there was competition from other big events in the Netherlands. Secondly, target media that publish around online (open data) apps are to be found in online media. It shouldn't be any surprise that the tech world embraced the blogosphere far before every newspaper in the country started making their writers blog alongside their standard news stories.

We noticed that various media depend on longer termed relations and that the story to tell is more relevant for media stakeholders. Even though sites such as wired.com adopted our release of the event, the overall response to press releases is low.

Recommendations for future business lounges that would better sell stories would be that organizers of business lounges showcase their apps on their sites and the APPS4EU site.

The example for the Amsterdam Business Lounge can be found here:

<http://openstate.eu/nl/2013/06/app-developers-will-visit-business-lounge-apps-for-europe/>

This makes the sell much easier. Also organizers are advised to target influencers and outreach on social media. The top influencers vary by country although there are some existing lists available. The good thing is that top influencers tend to be accessible. A single relationship with the right tech blogger could lead to more relationships with targeted readers, not to mention the back links.

Promoting apps is time consuming. Free publicity and creating buzz on social media are ways to successfully promote apps. There are a number of ways, app developers can promote their apps. Organizers of business lounges could contribute in a number of ways to assist those participating in the business lounge to promote their apps.

Create a blog listing all participants and their apps in advance of the business lounge, and afterwards highlight the winner. App developers are advised to build a microsite, a one or two-pager showcasing their apps to a web audience.

In advance of launching their apps, they could build a teaser site, one or two months before their launch to attract interests. They should use their own channels such as Twitter, Facebook, Google+ and LinkedIn to promote their app several times a week. A creative, funny, thought-provoking or personal product video in which they tell their story in a way people can identify with is helpful.

Press coverage is one of the best ways to kick start a start-up and the best way to get it manually reach out to (other) journalists. Apps can be pitched to app review sites like 148apps, AppStoreApps and AppAdvice. This can potentially generate buzz for apps when they are mentioned. Business lounge organizers are advised to connect to bloggers who would care. Identify local bloggers who write on niches that relate to the various apps. App developers can create six-second how to series with Vine, using hash tags such as #howto (one of the top trending tags on Vine). Also Dubble, a 60-second audio social network has been frequently used by app developers. Visual content from apps can be posted on Pinterest.

We have selected a the 5 top blogs that would be advised to business lounge organizers to contact.

Mashable: Mashable takes the worlds of Twitter, Facebook, entertainment, news, and everything else techies are talking about.

Gizmodo: the TMZ of tech. Gizmodo's been a must-follow site for a long time, with tons of relevant posts.

GigaOM: It's one of the largest blogs worldwide and it's all due to focusing on what's new. News and analysis on Web 2.0, technologies and start-ups.

ZDNet: While they focus heavily on the usual suspects (Apple, Microsoft, Google), ZDNet also features product reviews, software downloads and tons of news and analysis on tech businesses and issues.

TechCrunch: TechCrunch isn't just the second-biggest tech blog. It has its own network of sites (including MobileCrunch, TalkCrunch and CrunchGear).