

## **Public Relations Tools & Tips**

### **Schedule Press Conferences**

If you have an important announcement---new product, merger, restructuring, technological development or other news--- you should plan a press conference. ISA can help you.

However, be sure that you have real news to convey. Editors' time is valuable and tightly scheduled, so you need a good story to attract them to your press conference.

The ISA EXPO 2009 Press Conference Room will operate from Tuesday, 6 October through Thursday, 8 October. It will be available to all exhibiting companies in 30-minute time slots for press conferences and will be furnished with standard audio-visual equipment. This consists of a LCD panel, large screen, VCR, head table with microphones, a podium, and classroom seating. Use of this room is free of charge and is available to all exhibiting companies on a first-come, first-serve basis.

The ISA EXPO 2009 Press Conference Room is located in Room 105C of Reliant Center.

Refer to the [PRESS CONFERENCE SCHEDULING FORM](#) to schedule a press conference and to describe any products or important news with media appeal. Times will be assigned on a first-come, first-served basis, so a minimum of two choices should be indicated.

If you don't plan to conduct a press conference, let us know what aspect of your product or booth you consider most worthy of press attention. We will ensure that your efforts gain maximum exposure. Notify ISA of any press conference you hold off-site, using the [PRESS CONFERENCE SCHEDULING FORM](#), so ISA can help you in promoting your event.

### **Planning Your Press Conference**

Plan your press conference to take no longer than thirty minutes, including set-up and breakdown. The Press Theater schedule will be given to editors before ISA EXPO 2009 to help them plan their event coverage. This schedule will also be posted in the Press Room.

In addition, you should send invitations to the editors whom you want at your press conference. We suggest you include a postage-paid reply card for editors to complete if they would like to attend. Plan to follow up with telephone calls to those key editors you want to see.

Keep in mind that editors must remain flexible at trade events, so a number of those who respond stating that they will attend may not actually come to your conference. If they don't attend, it's a good idea to contact them soon afterwards to make arrangements for them to receive a press kit or to interview you or a company official regarding news announcements about your organization.

### **Prepare Press Releases**

The purpose of a press release is to communicate newsworthy information effectively. Press releases that are written for the trade press attending ISA EXPO 2009 may be displayed in the Press Room for media representatives visiting the event. To request a registered Press List, contact Crystal Strickland at [cstrickland@isa.org](mailto:cstrickland@isa.org) or 919-990-9255. Remember to start early to arrange for publication of press releases. Trade magazines need several months of lead time, and foreign trade press require at least an additional one or two weeks for first-class mail.

### **Prepare Press Kits**

The Press Room will typically be the first stop for editors and the first on-site opportunity for you to interest the media in visiting your booth. One of the best ways to spark that interest is through a press kit.

Deliver 100 Press Kits to the Press Room no later than 4:00 p.m., Monday, 5 October. Press Kits will be displayed alphabetically in the Press Room. Extra press kits are stored and replenished by press room staff as needed. The Press Room is located in Room 104C of Reliant Center.

**\*Note: ISA will discard any leftover press kits when the press room closes on Thursday, 8 October. ISA will not be responsible for any unused kits that have not been retrieved by 1:00 pm on 8 October.**

### **Distribute Press Releases at the Press Conference**

Don't pre-empt a major announcement by having a press release in the Press Room or in your press kits prior to your press conference. If you pre-empt your press conference this way, there'll be no reason for editors to attend it. Your supply of press kits should be updated with the new materials after the conference is over. And, after ISA EXPO 2009, send a personalized letter to every editor who attended your press conference.

### **Check In With Press Room Staff**

Contact the Press Room staff for help in troubleshooting any anticipated situations that may arise. Also, please notify the Press Room immediately of any changes in timing or cancellation of your press conference.

### **ISA EXPO Press Room Contact:**

Crystal Strickland  
[cstrickland@isa.org](mailto:cstrickland@isa.org)  
(919) 990-9255

On-site in the Press Room-#104C