

EFFECTIVE TRADE FAIR PARTICIPATION

CRITICAL SUCCESS FACTORS

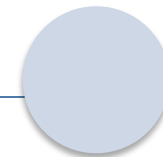
May 2019, Curacao – National Export Awareness Week



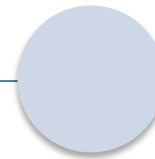
Introduction



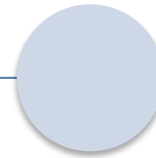
Managing Consultant
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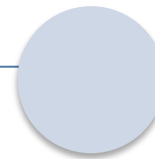
Dutch
Born 35 B.G
2 kids | 1 wife
1 dog



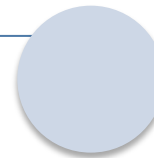
Sports lover: tennis,
cycling, surfing, skiing,
scuba diving



Export marketing strategist
consultant, trainer and
coach




25+ years
50+ countries
5,000+ trained



UN, governments,
technical assistance
bodies, chambers,
associations, trade
promotion bodies

About us ...

MARKET INTELLIGENCE



We analyse markets and strengthen market information services.

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STRATEGY DEVELOPMENT



We co-create winning strategies for market expansion.

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BRANDING & PROMOTION



We develop campaigns. For products, sectors and destinations.

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MATCHMAKING



We find the right match and connect buyers and suppliers.

TRADE FAIRS & MISSIONS



We optimize market entry activities for market expansion.

ONLINE MARKETING



We boost online performance through solutions, training and coaching.

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Some clients

INTERNATIONAL BUSINESS MADE EASY



Success factors

- **Preparation:** Research, targets and planning
- **Proposition:** Stand and stopping power
- **Performance:** The trade fair team
- **Post-trade show:** The follow-up



4Ps

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Objectives of exhibitors

AUMA MesseTrend 2017



Objectives of trade fair participations*



* representative survey conducted by TNS Emnid commissioned by AUMA among 501 companies, which exhibit at trade visitor-oriented fairs; November 2016

Objectives of visitors

Information behaviour of trade visitors*



Objectives of the trade fair visit
...% of the visitors want:

- 48% Information about new products
- 41% General market orientation
- 34% Further training, extending knowledge
- 29% Exchange of experience, information
- 26% Cultivation of business contacts
- 23% Making of new business contacts
- 18% Monitoring the competition
- 17% Preparation of decisions
- 12% Exerting an influence on product development
- 7% Concluding contracts, purchases



* Representative survey on behalf of AUMA on the basis of 4,219 interviews at 49 German trade fairs

EFFECTIVE TRADE FAIR PARTICIPATION

1. RESEARCH, TARGETS AND PLANNING



Question

Name 3 tradeshows that you want to participate and explain why



Buyers' criteria to visit specific exhibitors

Information behaviour of trade visitors*



Criteria für the visit to specific exhibitors

Decisive for ..% of the visitors are:

- 42% Existing business contacts
- 30% Potential business relationships
- 24% Written invitation from the exhibitor
- 16% Mailing of company or product information by the exhibitor
- 14% Telephone contact by the exhibitor
- 12% Advertising by the exhibitor for his participation on the Internet
- 11% Advertisements of the exhibitor in the press
- 10% Admission ticket voucher from the exhibitor

* Representative survey on behalf of AUMA on the basis of 4,219 interviews at 49 German trade fairs

Your objectives...?

1. Promoting your brand/company/products
2. Face-to-Face Networking
3. Check the market trends
4. Check the competition

Trade Fair Preparation

- What are your objectives?
- Who do you want to meet?
- What are the trade fair opportunities?
 - Check international trade show directories (e.g. www.auma.de)
 - Check trade fair period and cross check with other events
 - Check trade fair reports, exhibitor and visitor numbers and profiles
 - Check exhibitor catalogue of previous year(s)
 - Check costs, type and location of space available



Example of budget for stand (9 m2)

Description	Cost (USD)
Space rental	4,000
Design & Construction	2,000
Shipping & clearance	1,000
Promotion kit	1,000
Other expenses (visa, hotel, tickets)	2,500
GRAND TOTAL	10,500

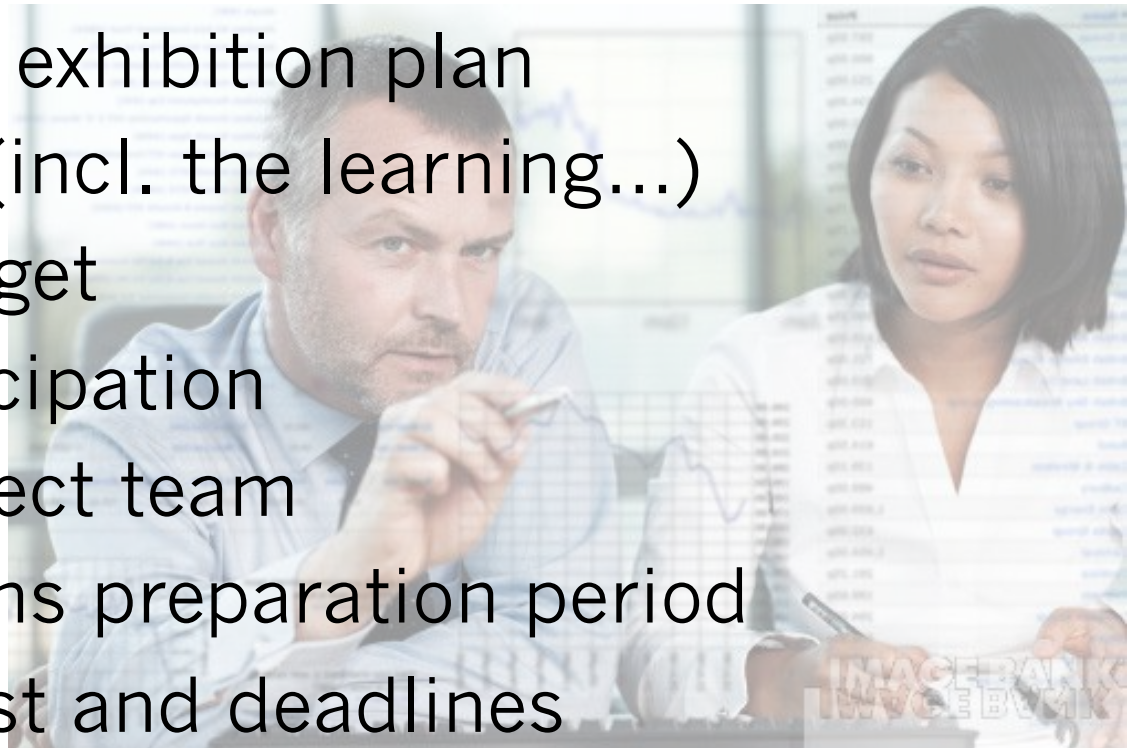
Appointments in 3 days = 30 appointments
 $10,500/30 = \underline{350 \text{ USD per Appointment}}$

Trade Fair Preparation

- Pre-select a fair
- Visit the fair before exhibiting at the fair
 - Identify ideal locations and stand varieties (aisle stand, corner stand, island stand, head stand etc.)
 - Identify visitor flows
 - Identify atmosphere
 - Identify competitors' presentations and attitudes
 - Identify best hotel accommodation

Trade Fair Preparation

- Make a concept exhibition plan
- Set the targets (incl. the learning...)
- Calculate a budget
- Decide on participation
- Establish a project team
- Plan a 12 months preparation period
- Prepare checklist and deadlines



Timeline for Tradeshow Participation

1 year prior

- Research, trade show selection, budgeting
- Targets and concept plan
- Kick off project team
- Stand selection

3 Months prior

- Design and production of promotion kit and documentation
- Entry in exhibitor directory
- Start social media campaign, connect and schedule

1-2 Weeks prior

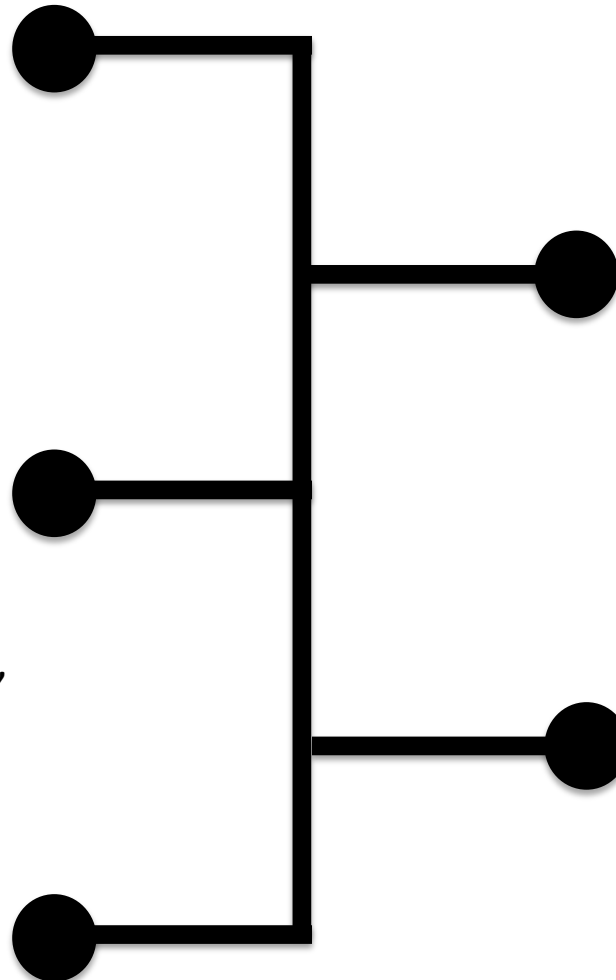
- Follow-up mailings
- List of pre-scheduled appointments

6 Months prior

- Preparation of booth design
- Develop stopping power and promotion strategy
- Decide on line of exhibits
- Arrange logistics

1 Months prior

- Send invitations to buyers, press release
- Finalize event rundown
- Finalize technical issues such as; shipping, audio rental, refreshment, etc



Summary

1. Set objectives
2. Plan well ahead
3. Take time to learn
4. Use a checklist
5. Don't wait for visitors. Invite!
6. Target your prospects
7. Build connections
8. Use social media and (trade fair) directories

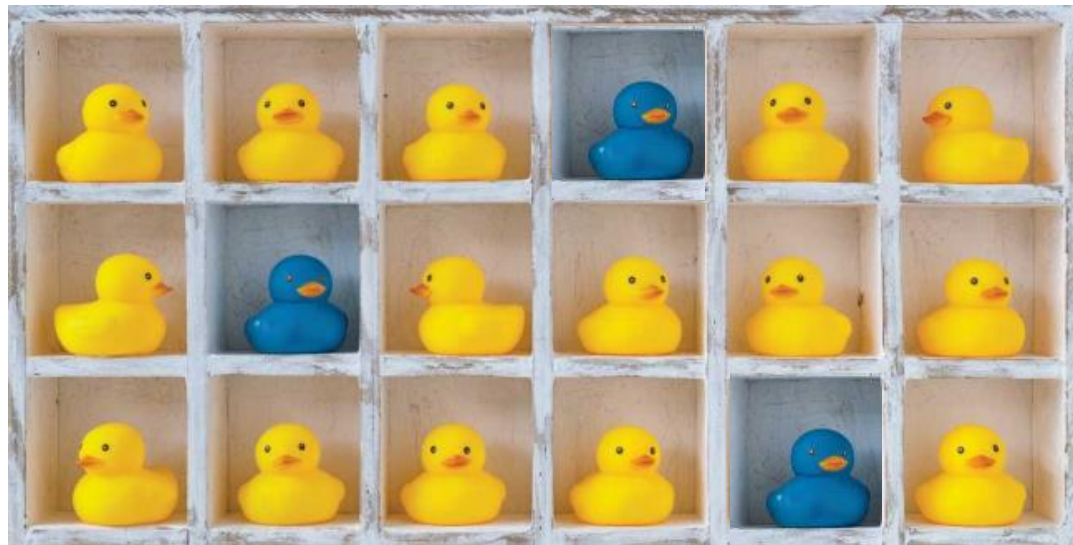
EFFECTIVE TRADE FAIR PARTICIPATION

2. PROPOSITION AND STOPPING POWER



How to stand out from the crowd?

- ✓ The message
- ✓ The unique element
- ✓ Stand concept and stand design
- ✓ Use of visuals and special activities
- ✓ Resources (**Team** and budget)



The message and the UVP



Unique Value Propositions (UVP)

UVP is the defining factor or characteristic that makes a brand or product different from its competitors.

The UVP must meet these criteria:

- ✓ Valuable to customers/visitors.
- ✓ Rare among the current and potential competitors.
- ✓ Imperfectly imitable (cannot be easily copied).

The message and the UVP



Stopping Power



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Stopping Power

Raise the **Attention, Interest, Desire** through

- stand design
- stand staff
- communicating the unique value / experience
- strong visuals
- limited focal points

> **Good Practices**

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INFAMOUS
LUXURY



CHILLO
WAKES YOUR
GENIUS



GROWING
for the
FUTURE



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BIG PRIDE IN OUR
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Peru, Superfoods Territory

Super Foods Peru

Super Foods Peru

Perú

Super Foods Peru

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Peru, Superfoods Territory

Super Foods Peru

Perú

Peru, Superfoods Territory

Superfoods Peru

ALTAMAR FOODS

ALTAMAR FOODS

ATISA

Andalucía

Andalucía



PACIFIC ANDES

ROSA

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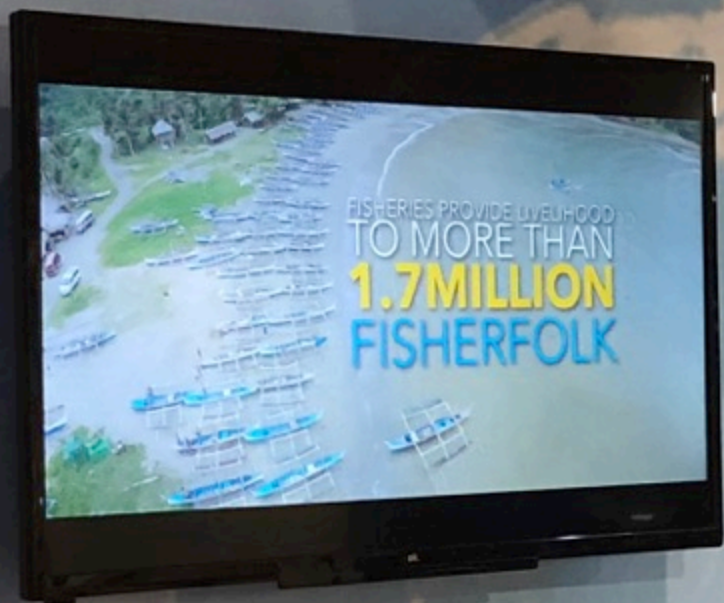


We are ready. Are you?



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Cod
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Surimi

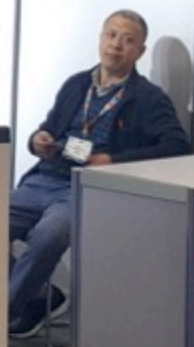
Squid

Dry Salted

SOLE

Salmon

AP0
Hake



6-828

6-828

Summary

- Stand out from the crowd. Be different
- Establish a strong identity
- Minimise number of focal points. Less is more.
- Display at different levels
- Use strong visuals
- Catch the eye, at eye level
- Communicate your UVP
- Play with (spot) light

EFFECTIVE TRADE FAIR PARTICIPATION

3. THE TEAM | DO'S AND DON'TS



Assignment

1. List at least 3 critical success factors for the sales and promotion team at a trade show.
What should they DO?



Critical success factors at the show

Do's:

- **Sell yourself** first (non verbal communication), then the company and then the product
- Be **approachable**, honest, polite and hospitable
- Radiate **motivation** and spirit
- Be **inviting**, but don't be too eager, don't lean back either
- Be **in front** of the stand, but don't block the entry, and don't isolate yourself
- It's all about **Total Communication!**



At a tradeshow: Constant communication

- **Verbal**

- Content
- Tone of voice – volume and intonation

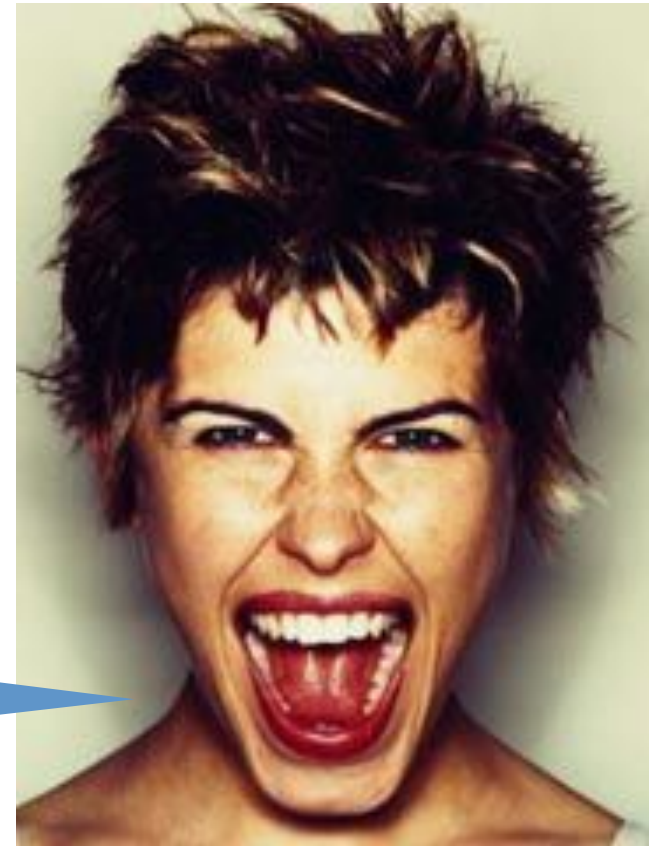
- **Non-verbal**

- Attitude, posture, gestures
- Enthusiasm
- Eye contact

Effectiveness of communication

- Content: **7%**
- Tone of voice: **38%**
- Body language: **55%**
(British Journal of Psychology)

It's not What you communicate, it's How you communicate!



Critical success factors at the show

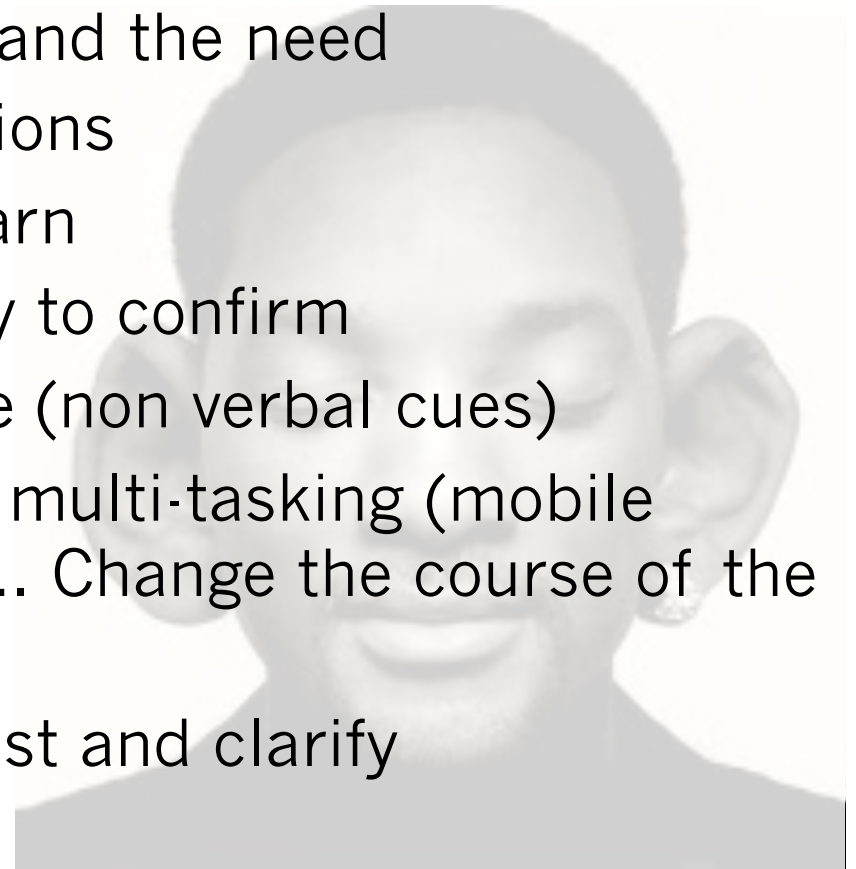
Do's:

- Make **Pre-scheduled** appointments
- Be on **time**, have enough time for next appointment
- Be **prepared** with presentation slideshow, product knowledge, FAQs and services you can offer, tablet with 'WoW' pictures, video, facts and figures
- **Qualify** the visitors: The really interested, the sightseers, the competitors, press....
- Ask visitors what they are looking for, their needs.
LISTEN!
- Compile buyer's data, interests and requirements. Fill out a **business contact form and enter in database**
- **Agree on an action and follow-up!**



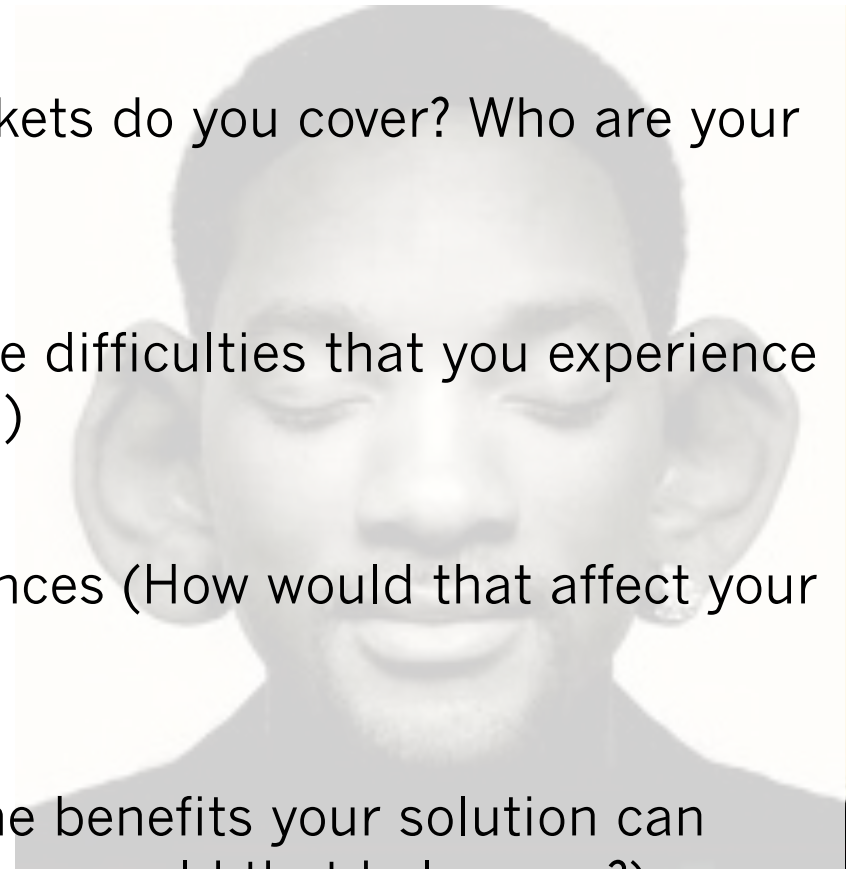
How to engage effectively?

- Listen actively to understand the need
- When you talk, ask questions
- Ask open questions to learn
- Ask closed questions only to confirm
- Be alert to body language (non verbal cues)
- In case of crossed arms, multi-tasking (mobile phone), wandering eyes.... Change the course of the conversation
- In case of hesitance, assist and clarify



SPIN questions

- **Situation questions**
 - Data gathering (which markets do you cover? Who are your current partners etc.)
- **Problem questions**
 - Uncover problems (what are difficulties that you experience or foresee in the future etc.)
- **Implication questions**
 - Identify possible consequences (How would that affect your company's position etc.)
- **Need-pay off questions**
 - Get the visitor to tell you the benefits your solution can offer (If we would offer....how would that help you..?)

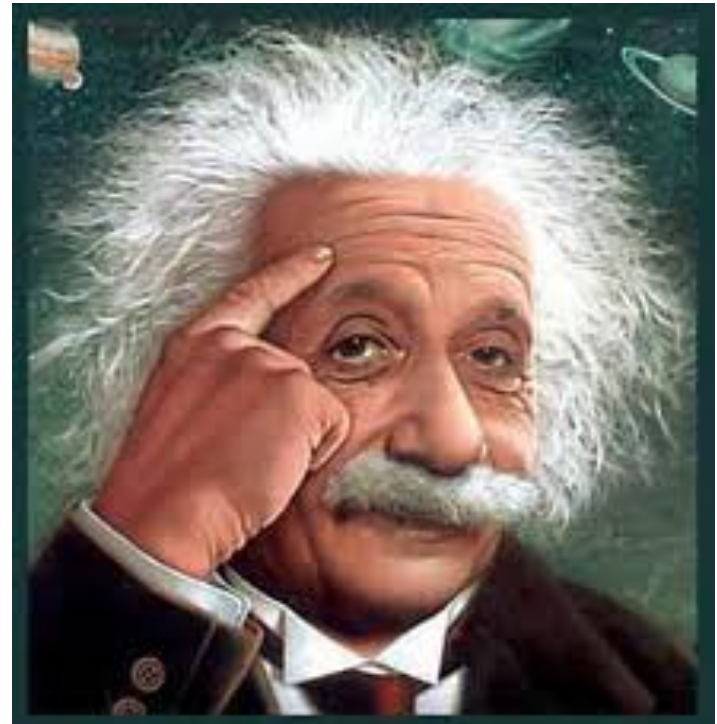


The right question ...

“

.... The wise man is not he who gives the right answers, but he who asks the right questions.....

(Chinese wisdom)



Once you understand, you pitch

- Your solution to the needs
- Your added value
- The (unique) benefits
- Track record
- Convincing power
- Supporting evidence



Assignment

1. List at least 3 critical success factors for the sales and promotion team at a trade show.
What should they NOT do?



Critical success factors at the show

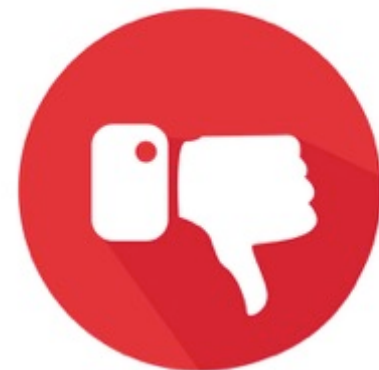


<https://www.youtube.com/watch?v=8Y-fGexyz7k&feature=youtu.be>

Critical success factors at the show

Dont's:

- Radiate negative energy, be absent minded
- Ignore visitors
- Eat in the stand
- Leave the stand unattended
- Switch off the light ...
- Give too much information, buyers can't digest and remember everything (find 3 UVPs)
- Be unprepared and give unverified facts and figures
- Make your next appointment wait too long
- Act defensive in case of harsh questions, keep calm, prepare yourself with the answer and facts!
- Run out of business cards....



The Follow-up

Your trade fair participation is the bait

Your follow-up provides the catch!

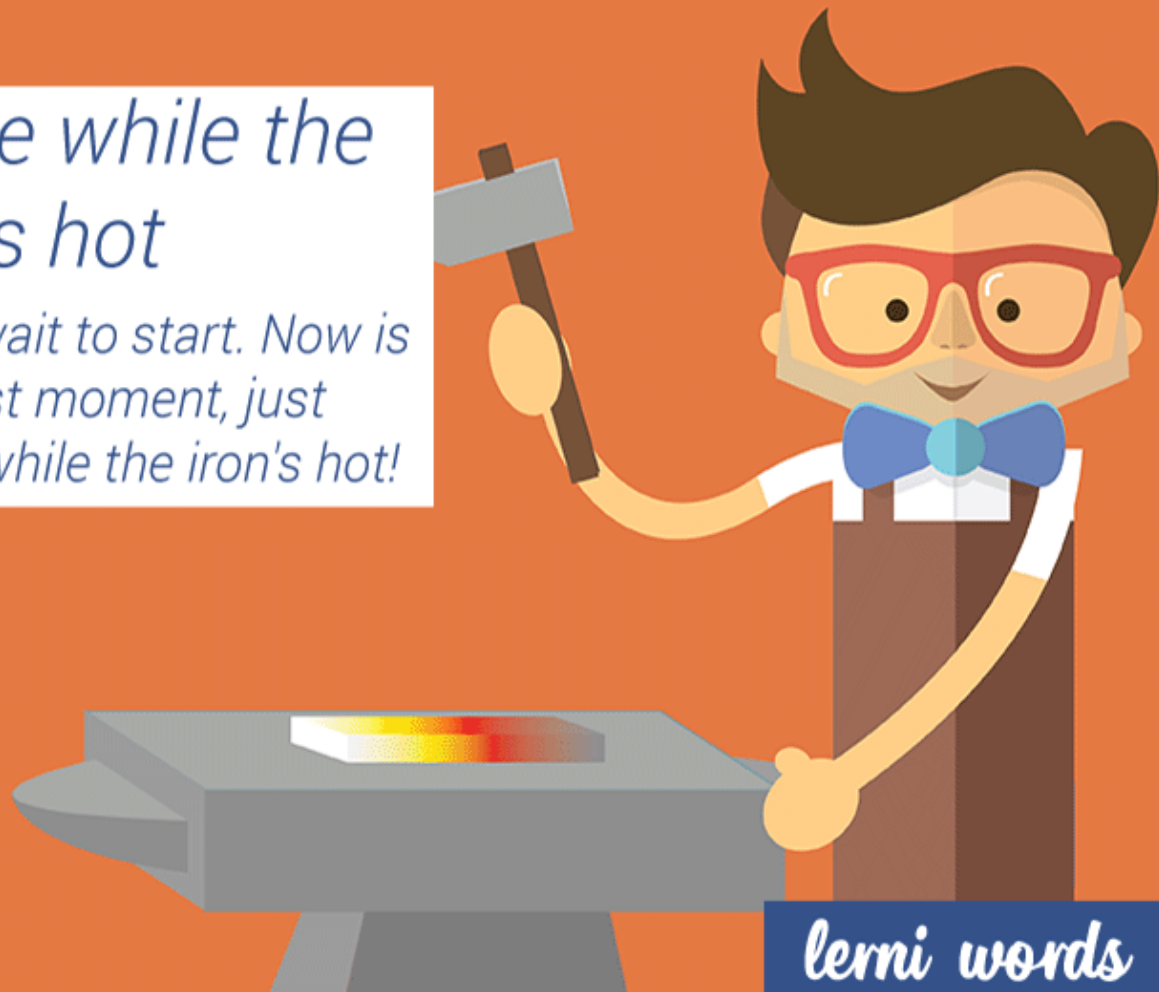


Far Out Fishing Trips

Planning the Follow-up

*strike while the
iron's hot*

*Don't wait to start. Now is
the best moment, just
strike while the iron's hot!*



lerni words

Folow-up: The thank you email

- ✓ Send the email within one week after the show
- ✓ Do as promised and refer to the meeting and what you agreed
- ✓ Show where they can download more information from website (or download link)
- ✓ Use personalization
- ✓ Identify the show in subject line



THANK YOU
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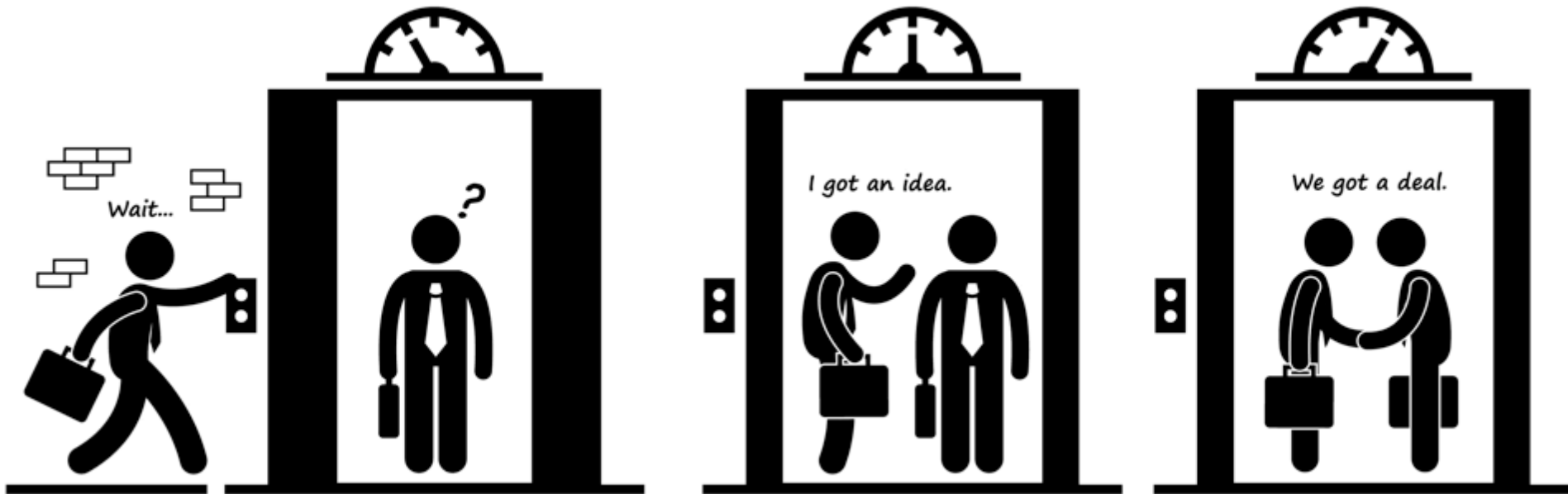


www.instagram.com/begloballycool



www.youtube.com/begloballycool

The Elevator Pitch



You have less than 3 minutes to sparks the buyer's interest on your product

Summary

1. DO YOUR RESEARCH!

Before you commit to a trade show, do your research to make sure your efforts will be worthwhile.

2. PLANNING, PLANNING, PLANNING!

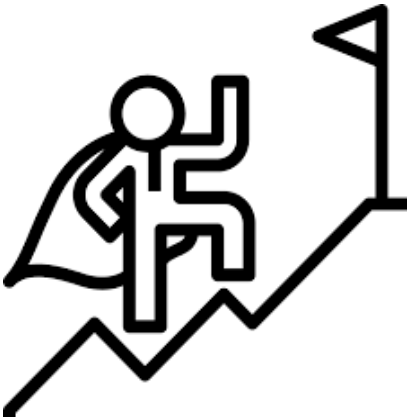
- Make a Budget
- Make sure you book the right location for your booth
- Concept for your booth design. Stand out!!
- Preparing the presentation, promotional materials & press release
- Appoint the right person or team as a representative
- Organize travel (booking accommodation & flights)

3. Maximize Your Efforts & Time!

- Pre-Scheduled Appointments
- Prepare your pitch!! And give it your best.
- Allot time for seminars, checking market trends and competitors

4. FOLLOW UP!

- Send follow up and thank you email no more than 1 week after the event
- Compile the contacts to your database



EFFECTIVE TRADE FAIR PARTICIPATION

The communication strategy



Question

1. Do you send invitations prior to a trade show? If so, to whom?
2. Which sources do you use to identify (and invite) potential prospects?



The communication strategy and plan

Activation of the communication channels before the fair is crucial!

- ✓ Pre-scheduled appointments system
- ✓ Invitation of buyers, press and other stakeholders
- ✓ Make noise, create a buzz



- ✓ **What to communicate**
- ✓ **Who are the buyers and influencers**
- ✓ **Which platform**

Where to find buyers?

- Pre-scheduled appointment system
- Business directories
- Trade fair directories
- Associations
- Support organisations
- Social media platforms
- Your supporting Ministry



Pre-scheduled appointment systems

Provided by the Event Organiser

Example: **SEAFEX meeting appointments**

Business directories

- Europages

<http://www.europages.com>



- WLW

<http://www.wlw.de>



- Kompass.com

<http://www.kompass.com>



Trade fairs and associations

- **Seafood Expo Global**

<http://www.seafex.me>



Seafood Expo
GLOBAL

- **French Association of Frozen Food Importers (SNCE)**

<http://www.snce.org>

- **Dutchfish.nl**

<http://www.dutchfish.nl>

Dutchfish.nl
The Netherlands and fish, a modern tradition

Support organisations

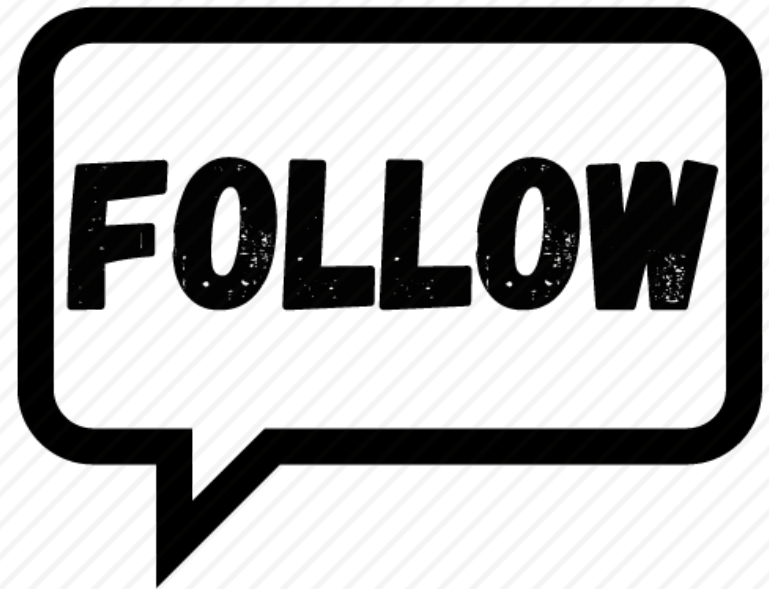
- CBI

- <https://www.cbi.eu/market-information/research-database/>



Social Channels are not only use as promotion tools but an online global database.

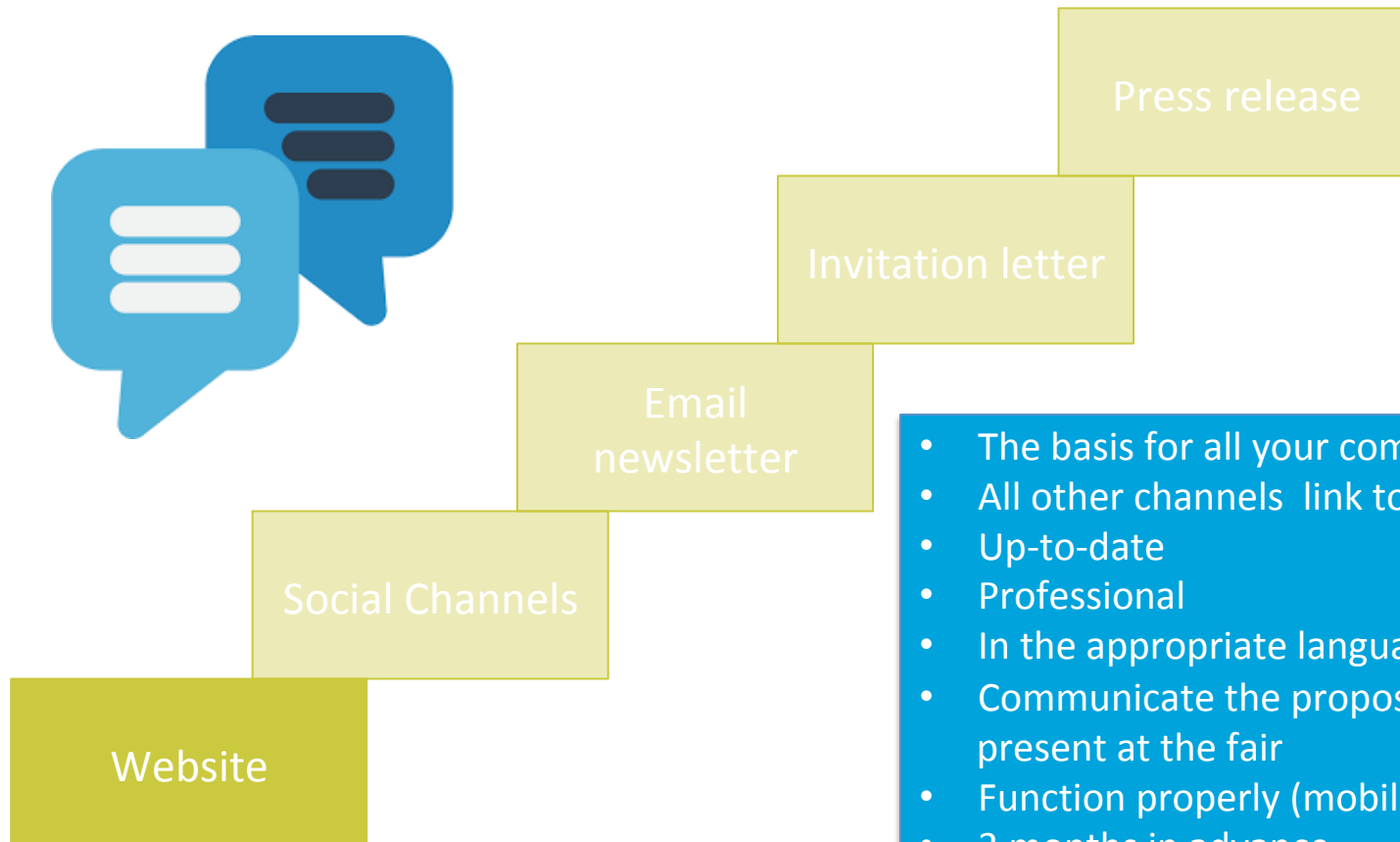
- ✓ **Buyers who will visit the tradeshow**
- ✓ **Media who will do coverage on the tradeshow**
- ✓ **Influencer to promote your brand**



Activate your communication channels

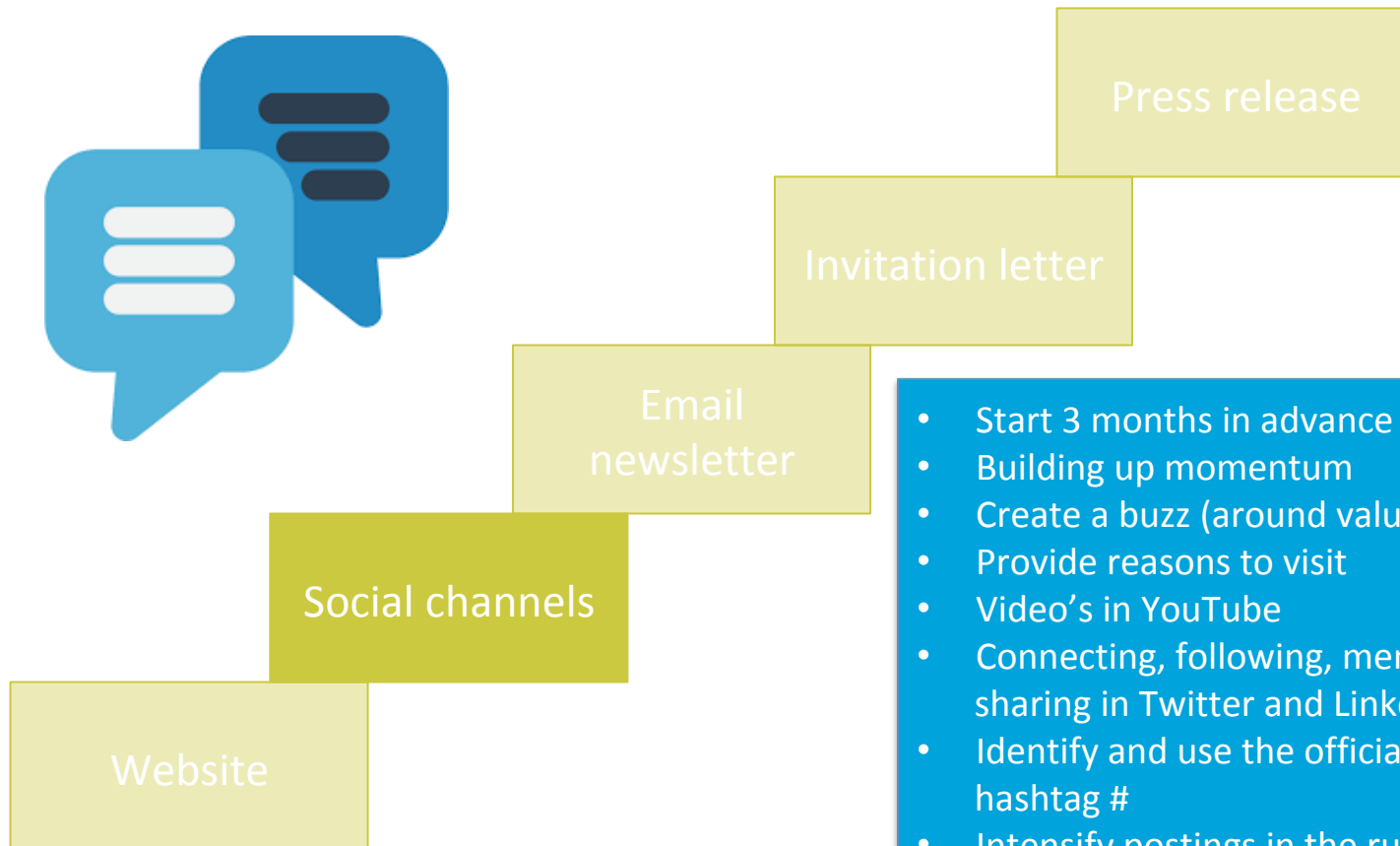


Activate your communication channels



- The basis for all your communication
- All other channels link to it
- Up-to-date
- Professional
- In the appropriate language
- Communicate the proposition you present at the fair
- Function properly (mobile responsive)
- 3 months in advance

Activate your communication channels



- Start 3 months in advance
- Building up momentum
- Create a buzz (around values and features)
- Provide reasons to visit
- Video's in YouTube
- Connecting, following, mentioning, RT, sharing in Twitter and LinkedIn
- Identify and use the official tradeshow hashtag #
- Intensify postings in the run up to the show
- Use categories of subjects

Week	28-06-14	29-06-14	30-06-14	01-07-14	02-07-14	03-07-14	04-07-14	
4	Fan of #Brazilteam at #worldcup2014? Did you know #Brazil is one of the fastest growing markets of #panga? Add the link of the article on yourverydayfish web	Did you know #pangasius is #goodforhealth? Cholesterol free and easy to cook http://bit.ly/1f2TcMZ @eatmorefish @foodalicious @adamwhittle	#recipeoftheday for @meatlessmonday with #panga mango salad @ureverydayfish add the link w the chef's clip	Fan of #Brazilteam at #worldcup2014? Did you know Brazil is one of the fastest growing markets of #panga? Add the link of the article on yourverydayfish web	Healthy and tasty snack while watching the games at #worldcup2014? #panga #fishcookie. Prepare in 15' only. Link to cheftip	Quick & easy preparation for your kids #healthymeal with #panga burger Add link to the article of TAFISHCO's panga burger		
5								
6	1		Healthy and tasty snack while watching the games at #worldcup2014? #panga #fishcookie. Prepare in 15' only. Link to cheftip				#Summerholidays in #Vietnam with a traditional #pangasius dish at #Angelina Jolie's favourite restaurant #Cucgachquan @lonelyplanet add link to the related article	
7	Ever tried a #pangasius pancake? No joke! Do it yourself! @recipeoftheday with salmon flakes and wasabi mayonaise add the link	Yummy #fish #salad during the break at #worldcup2014? #panga with a crust and mango salad. Ready in 15' only add the link of the chef's clip	Excited about the #worldcup2014? Did you know #Brazil is one of the fastest growing markets of #panga? Add the link of the article on yourverydayfish web	Yummy and healthy food during the break at #worldcup2014? #panga w celery & onion. Prepare in 15' only add the link of the chef's clip	Try yummy #panga with coconut curry sauce @reciperadar add link of the chef's clip	Need something crazy? Explore the #recipe of #panga pancake w wasabi & yogurt here. Add link of video clip	Healthy and tasty snack while watching the games at #worldcup2014? #panga #fishcookie. Prepare in 15' only. Link to cheftip	
8								
9	2	05-07-14	06-07-14	07-07-14	08-07-14	09-07-14	10-07-14	11-07-14
10	No more #meat; #pangasius is the answer. Great with Thai coconut curry http://bit.ly/PsUswy @meatfreemonday @meatlessmonday	#pangasius producers commit their social responsibility @ASC_aqua certification Add link to the ASC list	3 courses @fishisthedish for #pangasius party winner add link to the article	Do you know the seven benefits of #pangasius? #seafood #recipe @eatmorefish http://bit.ly/1f2Ssay	Concerned about your cholesterol? #pangasius has zero cholesterol. Do the #panga #health checker! http://bit.ly/1f2TcMZ @Foodalicious	Ever tried #Pangasius with thai coconut curry @gordonramsay? Here is how to prepare http://bit.ly/PsUswy #recipeoftheday #tasty		
11	Forget the traditional #hamburger. It's #meatlessmonday. Try #pangasius burger. Add link & picture	Yummy and healthy food during the break at #worldcup2014? #panga w celery & onion. Prepare in 15' only add the link of the chef's clip		Forget the traditional #hamburger. Go #meatless today. Try #pangasius burger. Add link & picture	Yummy and healthy food during the break at #worldcup2014? #panga w celery & onion. Prepare in 15' only add the link of the chef's clip		Tired of #beefburger? Try #pangasius burger add link & pics	
12	add link & pics	Your everyday fish, everyday better http://bit.ly/1Bubzt #pangasius @leefgezondinfo @24kitchen	By law, all pangasius from Vietnam guaranteed #sustainable @sellmoreseafood @fishsecretariat @intrafish @faofish add link to the article	add link & pics	The first fabulous #pangasius party on earth @SeafoodGuruSome @24Kitchen add link of the clip	#Pangasius, taste the best of #Vietnam @lonelyplanet @foodalicious http://bit.ly/1mD9IWj		
13	12-07-14	13-07-14	14-07-14	15-07-14	16-07-14	17-07-14	18-07-14	
14	No more #meat; #pangasius is the answer. Great with Thai coconut curry http://bit.ly/PsUswy @meatfreemonday @meatlessmonday	recept	http://bit.ly/1f2TcMZ #pangasius is #healthy and rich of #omega3	By law, all pangasius from Vietnam guaranteed #sustainable @sellmoreseafood @fishsecretariat @intrafish @faofish	It's already 2014 and you still don't know about #sustainable #pangasius? Keep calm and click here for a start http://bit.ly/1f2TuDD @asc_aqua	recipe	10	
15	Forget the traditional #hamburger. It's #meatlessmonday. Try #pangasius burger. Add link & picture			Forget the traditional #hamburger. Go #meatless today. Try #pangasius burger. Add link & picture		Ever tried #Pangasius with thai coconut curry @nigella_jawson? Here is how to prepare		

Targeting for enhanced impact

Where are your followers located and when are they active?

The screenshot displays the Followerwonk web interface. At the top, the logo 'followerwonk' is visible, along with navigation links for 'Search bios', 'Compare users', 'Analyze', 'Track followers', and 'Sort followers'. A navigation bar includes 'Link your Moz account', a 'Click to try FREE for 30 days!' button, and 'Followerwonk Reports'. A user profile 'BeGloballyCool' is shown in the top right. Below the navigation, there is a form to 'Please update your account with your email address:' with a 'Submit' button and a '- hide' link. The main content area features a description: 'Slice any Twitter user's followers into actionable segments. Find most influential, dormant, old, and more.' Below this is a promotional link: 'Subscribe now for in-app following and more great features. Want precise tracking of new/lost followers?'. A search form is highlighted with a red box, containing a user handle '@metaalunie', a dropdown menu set to 'analyze their followers', and a 'Do it' button. To the right of the search form, there is a list of example users: '@bottlenoseapp, @wisla, @randfish, @SarahBird, @HubSpot, @Optimizely, @followerwonk, @SproutSocial'. At the bottom, the footer contains '©2014 @followerwonk - Terms & Privacy Policy - Contact us'.

<http://followerwonk.com>

Login with Twitter and we'll overlay your follow status. Want precise tracking of new/lost followers?

Or, see examples analyzing @buffer, @KISSmetrics, @Demandbase, @portentint, @followerwonk, @RavenTools, @SproutSocial, @ActOnSoftware

Analysis of AP2HI_'s Twitter followers

We segment these users into a number of psychographic segments: including gender, location, Twitter activity, and more.

Next to each chart, you will find links that allow you to explore specific users in each segment. You can further sort these pop-up lists of users by follower count, tweet count, and so on.

Sample size: 440 followers of @AP2HI_ - [view all](#) >



AP2HI
Jakarta Capital Region

Social Authority:	37
Followers:	440
Time on:	3.72 years

AP2HI is industry association that supports the long-term implementation of sustainability principals for the pole&line and handline fishery in Indonesia.
ap2hi.org

Mapped locations of AP2HI_'s followers

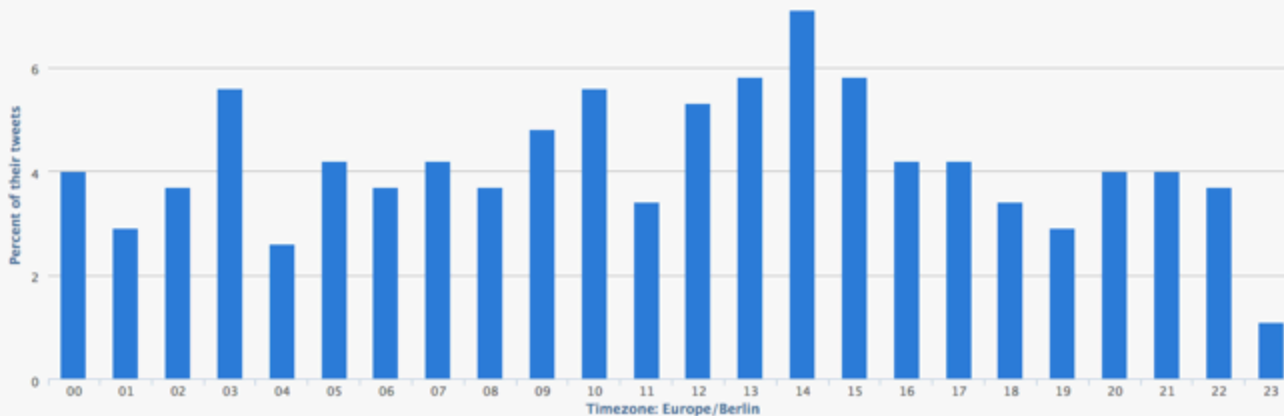
Using the location field in Twitter accounts, we try to approximate the geographic location of up to 5,000 users and map them for you. This is an inexact procedure and so some points may be mapped incorrectly.



Are the followers in the markets you target?
Where would you like to get more followers?

Meest actieve huise van AP2HI_'s followers

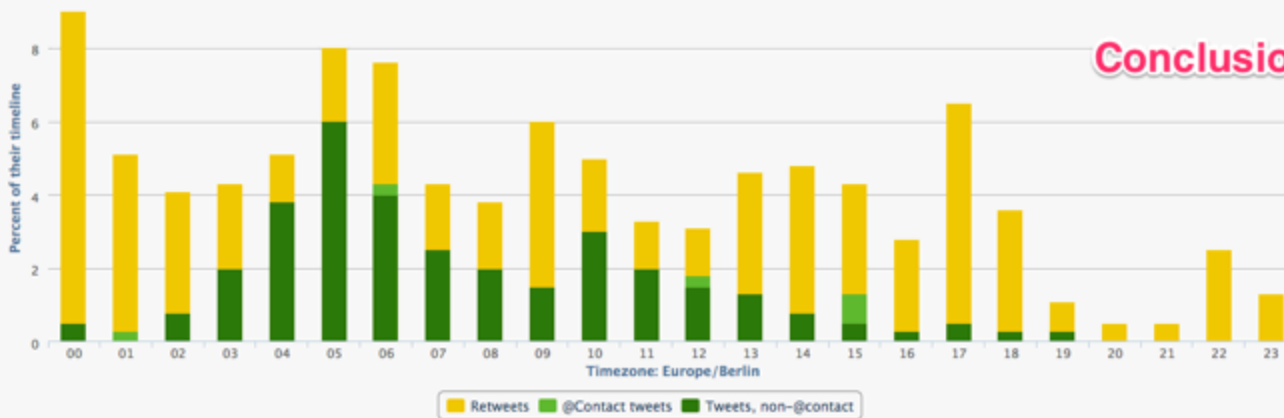
This chart breaks down the hourly Twitter activity of AP2HI_'s followers.



SIGN IN WITH Connect Followerwonk to your Buffer account to start tweeting at the optimal times based on this analysis. First, [login with Twitter](#). (Don't have a Buffer account? [Sign up for a free one](#))

Most active hours for AP2HI_

This chart details AP2HI_'s Twitter activity. Using up to 400 of their most recent actions, we chart when they tweet, @contact tweet (ones that begin with someone's name), and retweet. Compare to the above chart to see how their activity compares to their followers.



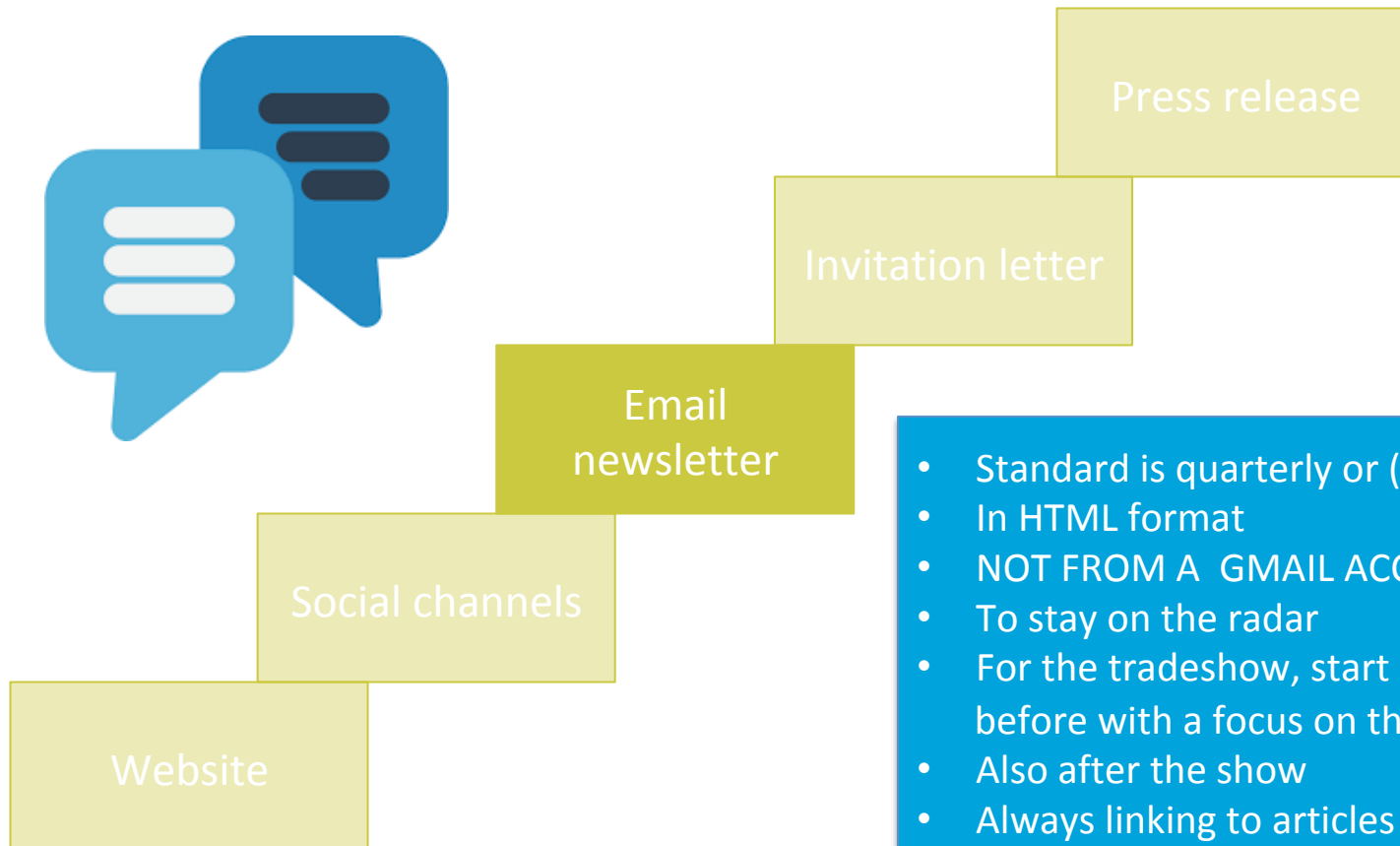
Bio word cloud of AP2HI_'s followers

To help make sense of the "biography" field of each Twitter user, we've assembled this word

Times that followers are active versus timing of tweets by AP2HI

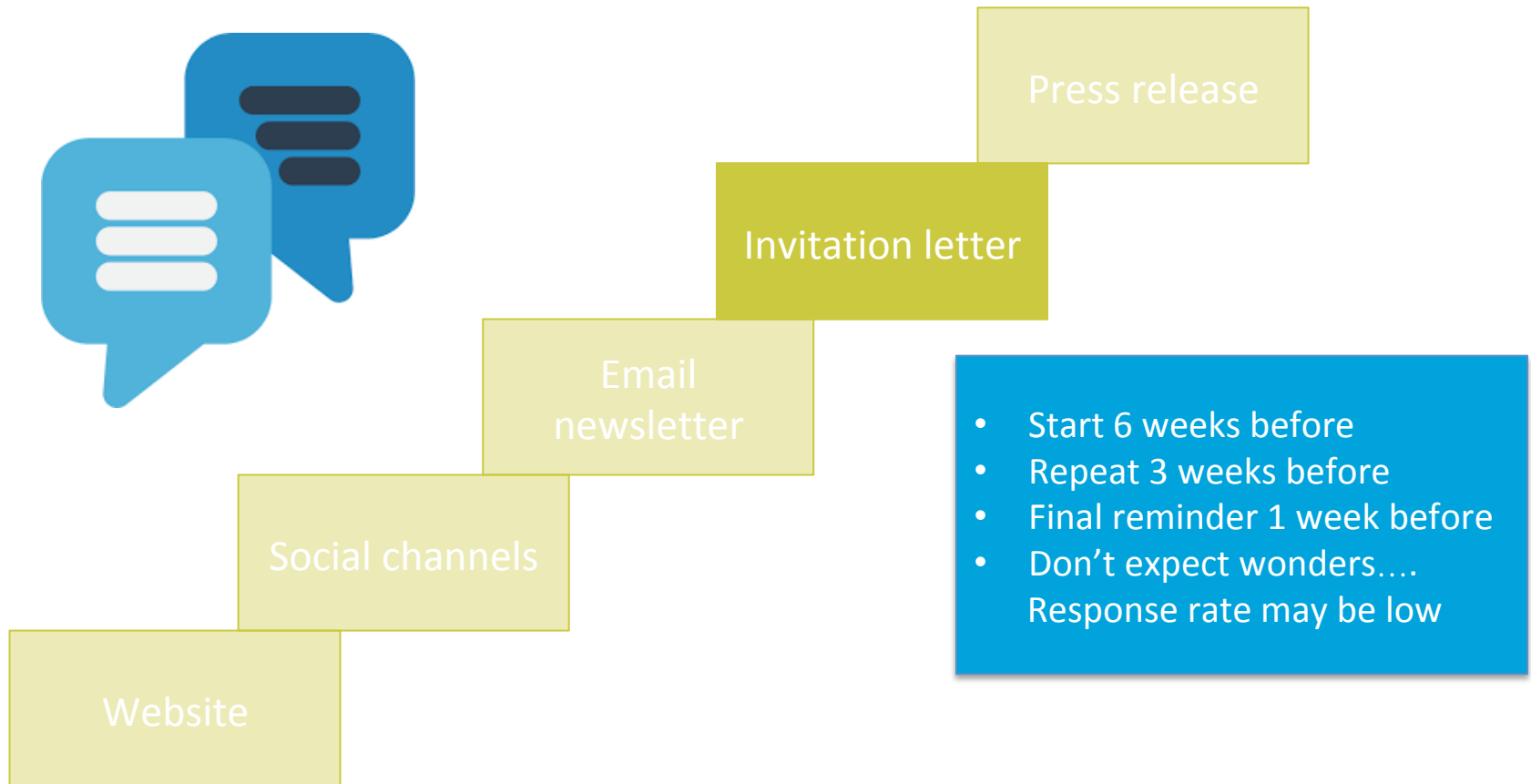
Conclusion?

Activate your communication channels



- Standard is quarterly or (bi)monthly
- In HTML format
- NOT FROM A GMAIL ACCOUNT
- To stay on the radar
- For the tradeshow, start 2 months before with a focus on the show
- Also after the show
- Always linking to articles on the website

Activate your communication channels



The Invitation letter

- Personalized (Dear ...)
- Save the date!
- Invitation to what, where and when?

- What is the **benefit**, why should the person come?
- For whom?
- Who will be there from your side?

- Call to action (register, make appointment)
- More information > link to www (deeplink to news article) and contact details

Attention

Interest &
Desire

Action

Having trouble reading this mail? [View it in your browser.](#)



■ Invitation
26 April 2017, Brussels

» Forward:
Know someone who might be interested? [Forward it to them.](#)

call to action
expand the network

www.asc-aqua.org

Invitation

26 April 2017, Brussels

ASC New Standards Development Update Session Seafood Expo Global 2017

Wednesday, 26 April 2017
14.00 – 15.00
Auditorium 500, Hall 7, Level -2
Brussels Expo
Place de Belgique 1, 1020 Brussels, Belgium

[Register your participation >](#)

what
when
where

call to action

It's our great pleasure to invite you to attend our standards update meeting on Wednesday 26 April, 14.00 - 15.00 CET.

Colin Brannen, ASC Standards and Certification Technical Coordinator, will present the new ASC Standards that will be soon finalised and released for public comments. New ASC standards include **Sea Bass/Sea Bream**, **Flatfish**, and **Tropical Marine Finfish** (Grouper, Snapper, Barramundi, and Pompano).

why
who

The session will also feature an update on future new standards development including **Sea Cucumber**, **Sturgeon**, **RAS**, **Amazonian Native Finfish**, and **Closed-Cycle Bluefin**.

We hope to see you there and in the meantime, register to attend [Seafood Expo Global](#) for free with our [VIP invitation](#).

Yours sincerely,

Aquaculture Stewardship Council

Visit us at **booth 7-1553** in **Hall 7** during the show to find out more about the ASC programme.

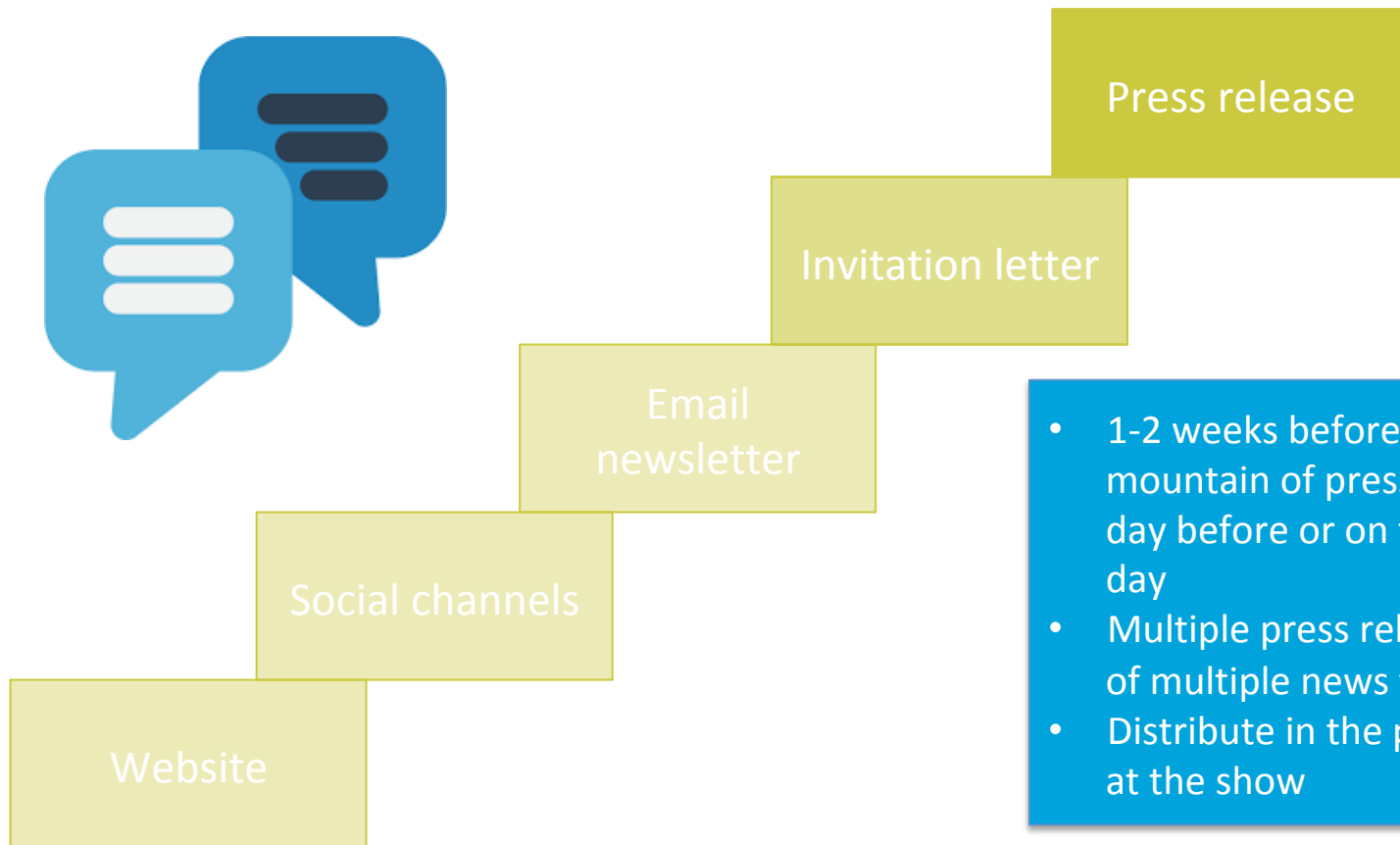
You might also be interested in:

ASC and MSC Seafood Futures Forum: The power of partnership and how certification is transforming the seafood market Seafood Expo Global 2017

Wednesday, 26 April 2017
8.30 am – 10.45 am
Auditorium 500, Hall 7, Level -2
Brussels Expo
Place de Belgique 1, 1020 Brussels, Belgium

[Register your participation >](#)

Activate your communication channels



- 1-2 weeks before to avoid the mountain of press releases a day before or on the opening day
- Multiple press releases in case of multiple news topics
- Distribute in the press room at the show

The Press Release

A press release should be newsworthy.

A good press release answers all of the "W" questions (who, what, where, when and why).

Have a strong headline.

Your headline and first paragraph should tell the story.

Write for the Media.

Especially online media, will pick up your press release and run it in their publications with little or no modification.

Not everything is news!

Focus on the aspects of your news that truly sets you apart from everyone else. Offer interviews.

Stick to the facts.

Tell the truth, avoid exaggeration

Keep it simple and avoid fancy language.

Contact information.

Provide as much contact information as possible about your company. Be sure to attach some great images with your story and your company logo.

