



World Travel Catering[®]
& Onboard Services

EXPO

TRADE SHOW PUBLIC RELATIONS

A GUIDE TO MAXIMISING YOUR INVESTMENT

Prepared by Storm Communications for exhibitors at World Travel Catering & Onboard Services Expo (WTCE)

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MAKING THE MOST OF TRADE SHOW PR OPPORTUNITIES

Public Relations (PR) is all about communications. Storm Communications, the official PR agency for WTCE, offers several complimentary opportunities to promote your company and its products or services to the media.

Our job, as a PR agency, is to help promote the event through targeted media coverage, which in turn will drive visitor numbers, raise awareness of the key features of the show, and showcase the main attraction – you, the exhibitors.

To do this, we need you to get involved. Don't miss out on this free opportunity to contribute to the show and your success.

We've collated our top six tips to help maximise your success at WTCE, please get in touch with any questions.

1. Keep us informed

Don't forget to add Storm Communications (wtce@stormcom.co.uk) to your press lists so that when sending information to the media, the agency has a copy and we are aware of what information journalists have received. Share your latest company and product news with us so we can include it in our media pitches and pre-show editorial.

2. Press Packs

Press packs include any press materials, e.g., press releases, information on new product launches at the show, company brochures/posters and high-resolution images. Send your show press packs to wtce@stormcom.co.uk before the event to ensure your news is distributed to attending media, ready for use in show reviews and upcoming articles.

3. Upload news to your WTCE exhibitor profile

All WTCE exhibitors receive a login to populate an online exhibitor profile to drive awareness of your presence at the exhibition. Storm will monitor for new product news, so don't forget to keep it up to date with press releases, images, and product brochures.

4. Let your customers know you're there

While you'll be meeting plenty of new contacts at the show, don't forget to let the people that already work with your business know you're going to be there. Invite your customers via newsletters, social media or using your employees email signatures.

5. Use social media to share and connect

Use the hashtag #WTCE2024 to shout about your new product launches, networking events, show parties, demonstrations, and more on social media. Make sure to follow, like, and subscribe to WTCE on X, Instagram, Facebook, YouTube and LinkedIn. It will help to drive awareness and footfall to your stand and encourage potential customers and media to follow your accounts.

6. Come see us in Hamburg

During the show, don't forget to pop by the media centre and keep us informed of your show success. We'll be looking out for news on exhibitor events, new products and show success stories to share on social media and for pre- and post-show review coverage.

TRADE SHOW PR STRATEGY TIMELINE



6

months to go

At the outset (six months)

Begin planning your PR and marketing strategy for WTCE. Setting objectives is an important part of any event. Build a S.M.A.R.T strategy (Specific, Measurable, Attainable, Realistic, Timely).

Storm has provided some questions below to help define your strategy, including:

- Who is your target audience?
- Are you launching a new product, hosting a press conference or offering a show special?
- Are you sponsoring a feature, function or show special?
- Refine your key messages – why should visitors connect with you at WTCE?
- What channels will you use to promote your company?
- Should you hold an on-stand briefing to alert the media and gain maximum exposure? A short presentation and Q&A can provide the media with enough material to cover your news.

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months to go

Alert the media (three months)

Contact the media and let them know about your involvement at the show.

Issue your show press releases as early as possible to achieve cut-through in your target trade media.

Releases may be used for news coverage as well as show previews.

Continue to distribute and pitch your show news to media closer to the show, inviting key journalists to visit your stand for one-to-one interviews and live at show demonstrations of your new product launches.

Upload your press releases to your WTCE exhibitor profile, accessed using your personal login (as provided by WTCE/RX).

1

month to go

The countdown is on (one month)

Use the last few weeks leading up to the show to firm up your onsite schedule and promote your trade show appearance.

Notify Storm of any media events or conferences taking place on your stand, or at the show venue.

On social media? Create a calendar of posts to keep your channels busy while you're at the show. Keep your content varied and interesting with video interviews, photography, testimonials and more. Be sure to use the show hashtag #WTCE2024.

Invite your customers to visit your stand, attend your product launches or show conferences.

Meeting the media at WTCE is a great way to bring your company to the attention of the media. Approach your top tier titles and coordinate a time to meet at the show.

Offering face-to-face interviews on current trending topics is a fantastic way to gain good quality coverage and position your company as knowledgeable and industry-informed. Keep Storm informed of your latest developments by emailing them at wtce@stormcom.co.uk.

Two weeks to go/at the show!

Finalise your press packs and capitalise on any last-minute media opportunities.

Send your digital press packs to the Storm PR team by two weeks before the show to ensure media attending the show receive your news.

Follow up any last-minute press releases or media invites to visit your stand at the show.

Prepare your team. Make sure your show team is knowledgeable on the product or service you are promoting. Try to ensure that your key spokespeople have media training, or are briefed on what they can and cannot say.

Prepare Q&A documents and specific holding statements for any potentially controversial issues that may arise (if any).

Remember, nothing is ever 'off the record'.

Identify your key spokespeople. Provide everyone with the details of who to direct media enquiries to and most importantly, make sure stand staff are aware they should not talk 'business' with the media.