



World Travel Catering[®]
& Onboard Services

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TRADE SHOW PUBLIC RELATIONS

A GUIDE TO MAXIMISING YOUR INVESTMENT

Prepared by Storm Communications for exhibitors at the World Travel Catering & Onboard Services Expo (WTCE) 2021

STORM

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“There is only one thing in life worse than being talked about, and that is not being talked about.”

Oscar Wilde



MAKING THE MOST OF TRADE SHOW PR OPPORTUNITIES

Public Relations (PR) is all about communications. Two of its most important functions involve educating your key stakeholders and raising awareness. Storm Communications, the official PR agency for WTCE 2021, offers several complimentary opportunities to promote your company and its products or services to the media.

The agency's job 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 in 2021.



TOP TIPS

1. Building contacts on your behalf

Storm Communications will be implementing an extensive, ongoing PR campaign from now until September 2021 to ensure that the show achieves maximum coverage in the media. Share your latest company and product news so we can include it in our media pitches and pre-show editorial.

2. Upload your news online

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

3. Don't miss the deadlines

All media attending WTCE receive a digital press pack of the latest exhibitor news. Send your show press packs to wtce@stormcom.co.uk by Friday 20th August 2021 to ensure your news is distributed to attending media, ready for use in show reviews and upcoming articles.

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. Get online – share and connect via social media

Take full advantage of social media. Follow and like the WTCE accounts on Twitter, Instagram, Facebook and LinkedIn, use the hashtag #WTCE21 and let us help you reach your target audience before, during and after the show. We'll share your updates to alert our followers to your show news.

6. Shout about your show events

Don't forget to shout about your show parties, demonstrations, competitions, giveaways and more on social media using the hashtag #WTCE21. It will help to drive awareness and footfall to your stand and encourage potential customers and media to follow your accounts.



TRADE SHOW PR STRATEGY: TIMELINES, TACTICS & TIPS

Preparing for a trade show appearance can be an overwhelming task – Storm Communications has prepared the following timeline and tips to help you benefit from the extensive FREE PR and marketing opportunities available to you.

Getting started

The first thing that you can do to be included in the WTCE PR programme is to provide Storm Communications with details of the relevant person at your company who handles your marketing and communications.

Their details will be added to the agency's database and they will be kept informed of all deadlines and PR opportunities.

Please gain permission before sharing the following information:

- Name
- Telephone Number
- Email address
- PR agency (if applicable)

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.

6

months to go

At the outset (six months)

Begin planning your PR and marketing strategy for WTCE 2021. Setting objectives is an important part of any event. Build a S.M.A.R.T strategy that is Specific, Measurable, Attainable, Realistic and 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?
- Refine your key messages – why should visitors connect with you at WTCE 2021?
- 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.

3

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 2021 exhibitor profile, accessed using your personal login (as provided by Reed Exhibitions).

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 #WTCE21.

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

Meeting the media at WTCE 2021 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.

2

weeks to go

Two weeks to go!

Finalise your press packs and follow up any last minute press releases or media invites to visit your stand at the show.

Send your digital press packs to the WTCE 2021 Storm PR team by Friday 20th August 2021 to ensure media attending the show receive your news.

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.



PREPARING YOUR PRESS MATERIALS

Press packs are a great way to ensure that the media is fully briefed on your exhibition activity. Preparing these in advance ready for the show is key. The WTCE media centre operates a 'green media centre' so we ask all exhibitors provide their press packs electronically rather than as printouts.

To make the most of this opportunity, follow our simple recommendations:

Press packs typically include:

- Show news releases
- Company fact sheet
- Biographies of available spokespeople

Good pictures also help to sell a story, so include high-resolution photography where possible. Images should be a minimum 300dpi and include captions or credit information for editorial use.

Testimonials can add credibility to your company's products or services. Try to include a collection of varied quotes covering many aspects of your company's services. Ask clients for approval before using your quotes as the media may reprint these.



PRESS RELEASES

A press release is a document shared with the media to notify them of your company's latest news – a new product launch, a show promotion, new partnership or a special event.

When drafting your press release, keep in mind your audience as well as the key messages you want the media and your key stakeholders to takeaway.

Make sure your 'news' is in the first paragraph; who, what, where, why and when are the crucial elements required to grab a journalists' attention and make your story more appealing. Use the body copy to provide further details on your news.

Keep paragraphs brief and put editorial comments in quotes from a company spokesperson.

Don't forget to include your stand number in the body copy of your press release.

Explain your reason for exhibiting at WTCE 2021 and what you hope to achieve from the exhibition.

A catchy title usually goes down well too! Make sure your headline gets the point of the release across in a direct manner, grabbing the media's attention.



Always include contact details. Who can the media contact for further information? Include contact names, job titles, telephone numbers and an email address of company spokespeople or your PR team.

Add a company boilerplate. A brief overview of your company should appear at the end of your press release.

Once you have written your press release, you will need to distribute it to your media. Avoid sending releases as attachments, instead copy and paste your release into the body of your email. You can also alert the media and Storm to available supporting photography.

Keep in mind that many trade publications will begin working on their pre-show and show features a minimum of 3-4 months in advance of WTCE 2021.

After sending the release to your key media, make follow-up phone calls to journalists, to ensure receipt of the news release and to answer any follow-up questions.



PRESS CONFERENCES

A press conference is an efficient way to disseminate information about your company, reaching attending media all at once. They are designed to help you achieve positive press coverage for a company announcement, perhaps a new partnership, product or service.

To make the most of your press conference, follow our simple recommendations:

Once you've determined the time and location of your press event, you should notify the media by sending out an invitation in the weeks leading up to the show. The invitation should provide the information of who, what, when and where.

Keep it brief. Your press conference should be no more than 15 minutes. Build in time for questions from the audience, or pre-arrange one-to-one media interviews.

Prepare a press release or media pack for your attendees to take away.

Keep a track of the media you've met at the show for future follow ups.

Send a reminder of the press conference a few days ahead of the event to keep your press conference fresh in the mind of the media.



POST-SHOW FOLLOW UPS

Once you have met the media, briefed them and exchanged contact details, make sure you follow up to ensure they have everything they need for their story.

Follow up quickly, a professional email or phone call the day after the event will help you to stand out from other businesses that may take a few days or even weeks to make contact.

Remember that contacts are everything so make sure you keep all of those journalists on file for future opportunities.

The importance of a follow up call:

- Add value
- Build a trusted connection
- Provide more product information or comment
- Help differentiate your business from the competition.

Don't take it for granted that the media will call you. Be proactive and contact them.



MEET THE STORM TEAM

Feel free to contact any member of the Storm team on +44 (0) 20 7240 2444 or wtce@stormcom.co.uk for advice on enhancing your PR strategy at WTCE 2021.

Don't forget to pop by the media centre at the show 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.

Finally, enjoy the show! Exhibiting at a trade show is an effective way to meet directly with your existing client base and new potential customers. To get the most of your trade show investment, you can use PR and marketing to drive awareness, and traffic to your stand while gaining coverage in your target trade publications.

We look forward to seeing you at the Hamburg Messe, Germany in August 2021.



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