



# TRADE EVENT PUBLIC RELATIONS

A go-to resource for information regarding FREE promotional and marketing opportunities, PR information, and more...

A GUIDE TO MAXIMISING YOUR INVESTMENT  
AT **WORLD TRAVEL CATERING & ONBOARD  
SERVICES EXPO VIRTUAL**

**STORM**

World Travel Catering®  
& Onboard Services  
**EXPO** | **VIRTUAL**  
14 - 16 SEPT 2021

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# MAKING THE MOST OF TRADE EVENT 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 **World Travel Catering & Onboard Services Expo (WTCE) Virtual** offers several free-of-charge 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 attendee numbers, raise awareness 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 event and your success in September.



# TOP TIPS

## 1. Building contacts on your behalf

Storm Communications will be implementing an extensive PR campaign from now until September 2021 to ensure that the event 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 and add press releases, company logos, product images and brochures to drive awareness of your presence at the Virtual event. Storm will use your profile to monitor for product news, so don't forget to keep it up to date.

## 3. Don't miss the deadlines

All media attending WTCE Virtual will receive a digital press pack of the latest exhibitor news. Send your press packs to [WTCE@stormcom.co.uk](mailto:WTCE@stormcom.co.uk) by **Friday 10 September 2021** to ensure your news is distributed to attending media, ready for use in show reviews and upcoming articles.

## 4. Tell your customers

You'll be meeting plenty of new contacts, but don't forget to let your customers know you're participating at WTCE Virtual. Invite your customers via newsletters, social media or using email signatures.

## 5. Share and connect online

Make sure you're taking full advantage of social media. Follow and like the WTCE accounts on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#). Use the hashtag #WTCE and let us help you reach your target audience before, during and after the show.

## 6. Shout about your show news

Don't forget to shout about your show news and more on social media using the hashtag #WTCE. It will help to drive awareness and footfall to your stand and encourage potential customers and media to follow your accounts.

# TRADE EVENT PR STRATEGY: TACTICS & TIPS

Preparing for a trade event 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 Virtual 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](mailto: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.





# TIMELINE

3

**MONTHS  
TO GO**

## **ALERT THE MEDIA**

- 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.
- Upload your press releases to your WTCE 2021 exhibitor profile, using your personal login (as provided by Reed Exhibitions).

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**MONTHS  
TO GO**

## **MAKING FINAL PREPARATIONS**

- Use the last few weeks leading up to the event to firm up your meeting schedule and promote your appearance.
- On social media? Create a calendar of posts to keep your channels busy while you're busy at the event. Keep your content varied and interesting with video interviews, photography, testimonials and more. Be sure to use the show hashtag #WTCE.
- Interviews with media at WTCE Virtual is a great way to bring your company to the attention of the media. Approach your top tier titles and coordinate a time to virtually meet during the event.
- Offering interviews on current trending topics is a fantastic way to gain good quality coverage and position your company as knowledgeable and industry-informed.

# TIMELINE

1

WEEK  
TO GO

## THE COUNTDOWN IS ON...

- Finalise your press packs and capitalise on last-minute media opportunities.
- Send your digital press packs to the Storm PR team by **10 September 2021** to ensure media attending the show receive your news.
- Follow up any last minute press releases or media meetings you've arranged during the event.
- 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 at least 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).



# 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.

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

Press packs typically include:

- Show news releases
- Company fact sheet
- Biographies of 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 or a new partnership.

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.

Don't forget to...

- Make sure your 'news' is in the first paragraph: who, what, where, why and when are the crucial elements.

- Use the body copy to provide further details on your news.
- A catchy title helps to grab the media's attention.
- Include contact details. Who can the media contact for further information?
- Once you have written and issued your press release, don't forget to send it to Storm at [WTCE@stormcom.co.uk](mailto:WTCE@stormcom.co.uk).
- After sending the release to your key media, make sure you follow-up.



# POST-SHOW FOLLOW UPS

Once you have spoken with 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](mailto:WTCE@stormcom.co.uk) for advice on enhancing your PR strategy at World Travel Catering & Onboard Services Expo Virtual 2021.

Don't forget to visit the Storm team in the virtual media centre and keep us informed of your show success. We'll be looking out for news on exhibitor events, new products and event success stories to share on social media and for post-event review coverage.

Finally, enjoy the event! It offers 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 World Travel Catering & Onboard Services Expo Virtual from 14-16 September 2021.



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