

Writing winning press releases

To make news of your participation at the show, you may like to consider some of the following angles when preparing your press releases:

- New product launch / introduction of a new service / product entering new market.
- Could your product be the start of a new trend?
- Have you launched a new product/service in response to a current industry issue?
- Special live demonstration on your stand.
- Special offers, give-aways, or other promotions planned.
- Corporate or product achievements, e.g. all time high sales figures, new factory, new contract, order etc.
- Promoting research findings from a survey you have participated in.
- Celebrity or industry figure visiting your stand.
- Post-show – how much business did you achieve as a result of your participation?

Before you put pen to paper think carefully about what you want to say, the audience you are seeking to address and the media to whom you are sending the release. Use the 5 "Ws" to plan the structure of your release:

- Who?
- What?
- Where?
- When?
- Why?

WHO?

- Place the company's name prominently in the opening section - say who you are.

WHAT?

- What does the product do? What will people find interesting about it?

WHERE?

- Where can people see it? Take the opportunity to demonstrate the story is of local or national importance, e.g., 'major exhibition taking place at the NEC, Birmingham.'

WHEN?

- When can I see it? Tell readers when they can see your product demonstrated

WHY?

- Why should people see this product? Why have you launched this product? Give a brief indication of company thinking behind the product and explain why it's newsworthy.

And include **HOW?** How much does it cost and how can I find out more? e.g. 'This product will be brought to life on stand no.xx at xxxxxxxx''

HINTS & TIPS!

- Press releases can be a cost-effective way of achieving editorial coverage
- Remember that your target journalists and publications get bombarded with dozens or even hundreds of press releases every day, so make sure your press releases have something interesting to say or they may end up in the bin!
- Tailor your press releases for their intended audiences – a press release to a trade publication will require a different slant to a press release for a local publication
- Subjects for press releases could include: new product launches, live demonstrations on your stand, special offers or promotions, research findings, key industry figures or celebrities visiting your stand, business attained as a result of your participation at the show etc.

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