

# ibtm<sup>®</sup> WORLD

BARCELONA

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davies  
tanner

## Exhibitor PR Guide

October 2021



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# Introduction

As an exhibitor at IBTM World, you have access to a wide range of public relations tools and support from our dedicated public relations agency, davies tanner.

They are here to help guide you through the opportunities that exist both leading up to the event and during the show itself, including managing our onsite Media Centre and Press Conference Room.

Most of this support is included in your exhibitor package, but if you require anything additional, please discuss it directly with the team and they will be happy to help.

We encourage you to take advantage of the resources available to you to maximise your experience, so do please take time to read this guide and to get in touch to discuss your objectives and needs.

Thank you for your support of IBTM World, and we look forward to meeting you in Barcelona.



# What can PR do for you?



PR can help increase your target audiences' awareness of your business and its products or services. Ultimately PR has the potential to drive more visitors to your stand and generate more sales.

The aim of PR is to include positive stories about your business in news, articles, features and other sections of the magazines, websites, blogs and other media that your target customers read and engage with.

Media coverage of this kind helps establish and grow your brand and generates interest in your products and services.

# What is News?

Positive media coverage for your brand is achieved by engaging with journalists, editors and writers who are looking to find newsworthy stories that will be of interest to their readers and online audiences. If you have something to say that they feel is of interest to their readers, there's a good chance they will publish your story. But it has to be news.

The media is flooded by companies trying to secure coverage every day, yet most are unsuccessful because the stories they try to tell, simply aren't newsworthy enough.

A simple tip is to think of what you would like the headline of your story to be and decide if what you have can match that headline and craft your content around it.

Our PR professionals have spent years crafting engaging stories for media, so get in touch if you would like to discuss how they can help you.

# Engaging The Media at IBTM World

There are several ways you can make the media aware of your news story at IBTM World:

- Write and distribute a press release
- Hold a press briefing in the press centre conference room
- Invite press to your stand for an on-stand event or announcement
- Contribute to the IBTM Events blog
- Submit your news for publishing in the Show Dailies
- Submit your news and show activity for inclusion within the show's e-communications
- Exposure through social media streams

# How We Can Help

- Distribute your press releases to on-site target media
- Discuss and provide recommendations for PR support based on your attendance at IBTM World and your business's news
- Discuss your ideas for a blog contribution with you
- Act as a direct interface between the IBTM World Marketing teams to ensure your newsworthy content is maximised through their own mailshots, social media and news announcements, where relevant
- Help bring your other PR ideas to fruition with advice and support / help generate PR ideas to bring your news to life for media
- Book press conference slots on your behalf, including offering advice and guidance on maximising the news value of speeches that will be delivered at your press conference or on-stand event (press conferences must be applied for in advance using the Press Conference Application form in the appendix)
- Support and/or facilitate interviews with media

# Press Conference Application Form

If you would like to apply to hold a press conference in the media centre at IBTM World, please complete the form below and send it to our PR team:

**BTMPR@daviestanner.com**

Each request will be evaluated on a first come first served basis and only requests that have genuine news value will be considered\*. You can evaluate the newsworthiness using the information below (note your story does not have to tick all the boxes).

Impact	Does the story affect many people or have a significant influence on the industry?
Change	Could it alter or change the way things are done in your business or the industry in a substantial way?
Close to Home	Does it have a local angle?
Timeliness	Does the story tie in with something significant that's happening now?
Novelty	Do you have something new to tell?
Newsworthy	Not Newsworthy
New product or service launch	General business update
Investment in business and services	Special offers and discounts
Significant business growth/sales	New logo or brochure
Expanding the business	New website (unless particularly innovative)
Opening new offices/venues/hotels	Being an exhibitor



## IBTM World 2021 Press Conference Application Form

Applicant Name	Name of exhibiting company and point of contact on the industry?
Applicant Email Address	
Applicant Telephone Number	
Name And Contact Onsite	
Preferred Date And Time	
Purpose Of Press Conference	Summary of news being announced
Individuals Involved	Names and job titles of people speaking
Partners / Others Involved	Names, job titles and company name of any others who will be speaking / will be present as part of the organiser's group
Relevance To Media	Context around why the story is relevant to the media e.g. brand's first development in a new region, major expansion which will contribute to wider economic growth etc.
Additional Information	Any additional requirements e.g. specialist AV equipment (the room is equipped with screen, laptop, microphones etc.)

\*Only applications with genuine news value will be accepted. On receipt of the application, the PR team will evaluate the form and may request additional information. Press conference slots are allocated on a first come, first served basis therefore your requested slot may not be available. When that is the case, the PR team will work with you to provide alternatives.

# The IBTM PR & Communications Team

As the global communications agency for IBTM since 2016, and specialists in supporting the business events sector since 1997, our dedicated event team are here to help you make the most of your experience and investment during IBTM World and deliver tailored PR and brand communications strategies that support audience acquisition, lead generation and engagement for our exhibitors, partners and stakeholders.



**Becca Krug**

Client Services Director



**Nancy Cremore**

Account Director



**Andra Miclaus**

Account Manager

# PR Contact Information

The organisers of IBTM World and the Davies Tanner PR team want to help you maximise the return from your investment in your exhibitor's stand at the show. If you have any questions about the information in this toolkit, or general questions about PR and the exhibition, please feel free to contact us.

Your first point of contact for PR enquiries is:

**Becca Krug**

PR Director

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## Stay Connected

