

ibtm[®] WORLD

BARCELONA, SPAIN

29 Nov - 1 Dec 2022

davies
tanner

Exhibitor PR Guide



What can PR do for you?



As an exhibitor at IBTM World, you have access to a wide range of public relations tools and support. The organisers of IBTM World and their dedicated PR team, [Davies Tanner](#), want to help you maximise the return from your investment in the show, and the Davies Tanner team is here to help guide you both leading up to the event and during the show itself.

PR can help increase your target audiences' awareness of your business and its products or services, and ultimately 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.

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

Engaging the media at IBTM World

WRITE AND DISTRIBUTE A PRESS RELEASE

If you have a strong news story to share, you can craft a press release and share with the registered media in attendance at the event. But make sure it's newsworthy - the media is flooded with companies trying to secure coverage, yet most are unsuccessful because the stories they try to tell aren't newsworthy enough. If you're unsure, get in touch with us and we can advise you.

Checklist:

- Upload your press release to the exhibitor directory on the website. Please email: customeronboarding@rxglobal.com
- Share your press release with the Show Daily for possible inclusion, email: lw@eventoplus.com
- You can also share your press release with the Davies Tanner PR team, so we can distribute to on-site target media during the show. Email: IBTMpr@daviestanner.com

HOLD AN ON-SITE PRESS EVENT

If you have news to share, you can invite press to your stand for an event or announcement. If you have a really big news announcement, an on-site press conference may be an option. Bear in mind that the media will only attend press events where there is a strong news story, so if you're unsure on the best course of action please get in touch with us and we can advise you. Press conferences must be applied for in advance using the separate Press Conference Application form.

ENGAGE WITH SOCIAL MEDIA

The content team at IBTM is always on the lookout for interesting news stories from exhibitors. You can submit your news and show activity for potential inclusion within the show's e-communications, mailshots, and social media, where relevant.

Checklist:

- Use the hashtag #IBTMWorld when posting to social
- Share your news with the IBTM content team by emailing: IBTMpr@daviestanner.com

PARTICIPATE IN CULTURAL ROADSHOWS

IBTM has launched a new initiative to spotlight the most varied and interesting cultural destinations around the world. Tell us why event professionals should visit your destination, for your chance to be spotlighted by the IBTM content team.

Checklist:

- Use the hashtag #culturecreates when posting to social
- [Visit this link](#) for more information and to submit your destination

About the PR team

As the global communications agency for IBTM since 2016, and specialists in supporting the business events sector since 1997, our dedicated PR 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



Becky Tombs

Account Executive

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
ddi: +44 (0)1892 617910
IBTMPR@daviestanner.com

