

# YOUR PRESS CONFERENCE STEP BY STEP GUIDE TO SUCCESS



As an exhibitor, discuss with your team on what you want to announce to the media. Remember that it should be timely (activity from past year). For example:



- New product
- New company wide initiative
- New partnership



As a team decide how long your press conference will be. It is recommended that it lasts 20 minutes or less, with an additional 10 minutes for Q&A.



Determine your appropriate brand spokesperson depending on topic and announcement.



Create the press conference as an event within your booth via Zoom or other web conferencing tool during the media preview from 4-6 PM on Tuesday, September 15th and tag it as 'press conference' so it appears under 'press conferences' on the media tab on the home page for extra exposure.



Send out a press release or media alert announcing your press conference time and details

- Ask members of the press to RSVP to your press conference, and confirm they have registered for the event. Media will need to be registered in order to attend any press conference.



Post on social media that you will be holding a press conference during the CEDIA Expo Virtual media preview (Tuesday, September 15 from 4-6 PM). Editors are utilizing social media for coverage and exhibitor news!



Send email calendar requests to RSVP'd media along with the press conference Zoom link – so they don't forget!



Hold a press conference rehearsal where you determine the following:

- How to mute all participants except the spokesperson presenting
- Where you will be shooting the press conference from:
  - How is your sound and lighting?
  - How is your Wi-Fi connection?
  - How are you presenting the videos including sound?



Press conference suggested to include the following:

- Intro on brand and any new 2020 initiatives
- Announcement of new product(s), initiatives or partnerships
- Product demo videos or project videos (if accessible)
- Offer time for live Q&A following product demo videos and presentation
- Include brand contact email and phone in "chat" setting for further follow up before you end the press conference



Post press conference, follow up with all media who attended and send media kit (product images and demo videos, high resolution photography, company logo, any additional press releases or product information.)

- The CEDIA Expo Virtual team will share emails of attended media for post-conference follow-ups