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Public Relations & Industry Relations Packages

Marcom Advantage Confidential

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Public Relations & Industry Relations Packages

Public Relations

This package is targeted at companies who want to obtain maximum exposure through press releases, articles, visiting key editors of trade publications, speaking opportunities and trade shows.

This package includes a Public Relations representative at trade shows and media tours.

Public Relations plus Industry Relations Add-On

This package is targeted at companies who want to obtain maximum exposure through press releases, visiting key editors of trade publications, speaking opportunities, trade shows and industry analysts' relations.

This package includes a Public Relations and Industry Analysts Relations representative at trade shows, media and industry analyst tours.

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Public Relations Package

Develop and implement a 12 month Public Relations Plan. This plan will include the necessary tasks to obtain maximum exposure over a 12-month period:

1. Develop list of key industry magazines to target for coverage.
2. Determine list of key editors.
3. Setup media tours to visit key magazines (Editorial Calendar).
4. Pre-brief media prior to and at trade shows.
5. Determine industry trade shows to attend (Trade Show Calendar).
6. Setup media appointments at trade shows where company has a booth.
7. Update corporate listings in trade and business directories and magazines.
8. Research and seize tactical media opportunities that can extend coverage and awareness.
9. Pre-brief monthly media 3-4 weeks prior to announcements, launches or introductions.
10. Pre-brief weekly media on Monday prior to announcements, launches or introductions.
11. Write and distribute press releases, call media regarding press releases and follow-up after release with the media to assure maximum exposure.
12. Write and maintain hard copy and electronic press kit (Company Backgrounder, Executive Bios, etc.).
13. Media relations training for executives.
14. Develop and maintain speaking calendar, secure speaking opportunities for company executives at major industry events to gain maximum visibility and exposure (Speaking Calendar).
15. Provide ghostwriting support for feature articles and corporate presentations.
16. Develop and maintain customer testimonials for web site and editorial opportunities.
17. Track competitors' public relations strategies, campaigns and media announcements.
18. Develop and maintain Awards Submissions (Award Calendar).
19. Electronic distribution (Wire Distribution and Targeted Direct Distribution) of press kits to key media.

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Industry Analysts Relations Package Add-on

Develop and implement a 12 month Industry Analysts Relations Plan. This plan will include the necessary task to obtain maximum exposure over a 12-month period:

1. Develop list of key industry research companies to target.
2. Determine list of key industry analysts.
3. Setup analyst briefings to establish brand awareness and recognition of company offerings.
4. Setup analyst appointments at trade shows where company has a booth.
5. Industry analysts' relations training for executives.
6. Complete all questionnaires required by industry analysts.
7. Research potential speaking opportunities at industry analyst events.
8. Submit updates on product offerings and customer testimonials to analysts.
9. Electronic distribution of press kits to key industry analysts.

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Wire Service Expenses

Retainers do not include the cost for distributing press releases on the wire services. We charge client the additional cost for the wire services.

Travel Expenses

Retainers do not include travel cost to customers, partners, vendors, trade shows, press tours or industry analysts' tours. We charge client the additional cost for travel expenses.

Travel expenses include, but are not limited to the following:

- Air travel expenses
- Lodging expenses
- Rental car, taxi / cab, bus, train and toll expenses
- Telephone, calling card, internet and fax expenses
- Travel meals and beverage expenses

Additional Project Expenses

Retainers do not include additional project expenses. We charge client the additional cost for:

- Postage and Shipping
- Project Materials
- Third Party Service Provider Expenses (Printing, Direct Mail, etc.)