Public Relations Basics for Conferences

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Agenda

- Value of Public Relations
- What is News Worthy?
- Press Opportunities
- Building a Strategy
- Toolkit
Value of Public Relations

- Brings attention to your business needs with visibility through storytelling (Media coverage and social media engagement)

- Personalizes your stories with your brand’s/conference’s core messaging – Provides a voice and paints a picture to your target audience

- Raises your profile with tools including media articles, blogs, speaking engagements, onsite reporting, social media interactions and more

- Builds Strong Relationships connecting with people to engage
What’s News Worthy?

- Breaking news – tie in if possible
- Disruption, strong point of view, predictions
- Data, research and industry trends
- Amazing anecdotes, results, events with visuals
- The “coolest idea”
- Human Interest stories
- Significance
What are Press Opportunities?

▸ **Traditional media**
  - Press release, Blogs
  - Tools available, ieee.org (templates)
  - Radio and Television

▸ **Social media**
  - Creating a “buzz” before, during and after an event targeted to your audience
  - Videos
  - Social Media Policy, ieee.org

▸ **Thought leadership**
  - Key note speakers could be used in the press and on social media
  - Panel discussions – content could be used in blog/social media

▸ **Best results**
Social Media - Engagement

- Leverage IEEE content
  - Is there an event or technology milestone at the conference that can be used as sharable content?

- Do you have a technical expert who can develop content within onsite reporting?

- Is there a commemorative day during your event?

- Do you have anything graphic such as a photo, short video to use prior to the event, during or after?
  - Live video at event?

- **Member achievements**
- **Member awards**
- **New officers**
- **Event discounts**
IEEE Transmitter

Collection of articles, videos, infographics, inspiration and more all curated by IEEE

Mimicking Nature with Soft Robotics

https://transmitter.ieee.org/
IEEE Transmitter

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Connecting with the Press

- Relationship building
- Providing valuable content to write an article
- Photos, videos, etc. are good to use
- Goal is for them to reach out to you
How to Build Your Strategy

- **Step 1:** Determine your objectives, i.e. x number of reporters in attendance, secured coverage in the press? Social media engagement?
- **Step 2:** Determine your audience to target your campaign
- **Step 3:** Determine how to get your message out, press release, blogs, social media
- **Step 4:** Determine your message – less words is better
- **Step 5:** Designate spokesperson if needed
- **Step 6:** Create list of reporters you may want to reach out to

**Other items:**
- Never say “No Comment”
- Don’t go beyond your expertise
- Don’t speculate
- Avoid using or repeating ‘negatives’
- Don’t let reporters call you directly
- Don’t EVER go off the record
Common Questions

▸ How do I determine if press should be attending my event or not?

▸ Is there a different set of goals or expectations for a conference if its 100 attendees of 1000 attendees?

▸ What are the risks associated to PR that Conference Organizers should be aware of?

▸ How does PR tie in with my other event communications and promotion?

▸ How soon do you begin PR before an event?
IEEE Publicity Tool Kit

- Tips on communicating with the press
- How to develop a key message
- Communications planning checklist
- News release template
- Brand Identity Guidelines
- Social media guidelines

http://www.ieee.org/internal-toolkit
Summary

- Take time to develop strategy
- Develop the right message
- Leverage well known keynote speakers as appropriate
- Take advantage of the tools available
  - Toolkit, IEEE Transmitter
- Social media – start early and push more as you lead up to conference
  - Call for papers
  - MCE Lea Miller for Social Media consultation
- If you have not tried this before...give it a try
  - Perhaps sign a resource solely to Public Relations
The Center for Leadership Excellence
Conference Education Program

Learning Management System for IEEE Volunteers
ieee-elearning.org/CLE/
The Center for Leadership Excellence

Conferences
Role Based Learning Tracks

Conference Chair
Treasurer
Technical Program Chair
Publications Chair
Event Management
ROLE BASED TRACKS

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<td>The Publication Chair is responsible for the coordination of production of conference content (e.g., papers from special tutorial sessions or colloquia, summaries of conference papers, programs, etc.) and serves as the point of contact for all IEEE Xplore submission-related inquiries before and after the conference.</td>
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<td>The Conference Treasurer is responsible for ensuring all financial, tax, and audit requirements are met. Some of these requirements include establishing conference bank accounts, indirect tax, insurance and bonding, budget, expenses, financial reports, and conference closing. Also responsible for the final audit, if required.</td>
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<td>The Technical Program Chair ensures that a well-balanced, high-quality program is organized and presented at the conference. Handles the Call for Papers through the selection and review of every paper. Assists in the scheduling of session rooms and helping with local arrangements for the program.</td>
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<td>Conference Chair</td>
<td>The Conference Chair is typically appointed by the sponsoring organization. Often responsible for selecting the conference location. Appoints the chairs of the other committees, who make up the conference committee.</td>
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10 Simple Ways To Innovate Your Next Conference
IEEE Conference Sponsorship Overview
Thank You