



in-cosmetics Global Exhibitor PR support

Prepared by:
Storm Communications
*Official PR Agency for
the in-cosmetics Group*

Get your brand name in the media

Raise your company profile and let people know you'll be exhibiting at in-cosmetics Global 2019 by being one of the first names out there when we launch the PR campaign – all you need to do is get in touch and we'll do the rest.

Tell us your show plans

Launching a new product at in-cosmetics Global? Holding an event on your stand? Send us the details and we'll let the media know.

Comment on the latest trends

You're the experts and we want to hear from you! We're looking for exhibitors to comment on the latest trends and industry issues in our communications programme. Want to get involved? Send us your suggestions.

If you have any questions or announcements contact the in-cosmetics PR team at Storm Communications on in-cosmetics@stormcom.co.uk or by calling +44 (0)20 7240 2444.

Trade show PR strategy: timelines, tactics & tips

Alert the media

Issue your show press releases as early as possible to achieve cut-through in your target trade media.

Releases may be used for news coverage, as well as show previews.

Distribute and pitch your show news to media, inviting key journalists to visit your stand for one-to-one interviews and live at show demonstrations of your new product launches.

The countdown is on

Firm up your onsite schedule and promotion. Notify Storm Communications of any media events or conferences taking place on your stand, or at the show venue.

On social media? Create a calendar of posts to keep your channels active. Make sure content is interesting with a variety of video interviews, photography and testimonials. Reach our audience by using the hashtag #incosGlobal.

Two weeks to go!

Send your digital press packs to the in-cosmetics Global PR team by Friday, 22nd March 2019 to ensure media attending the show receive your news.

Prepare your team. Make sure your show team is knowledgeable on the product or service you are promoting. Ensure that your key spokespeople have media training, or are at least

Upload your press releases to your in-cosmetics Global 2019 exhibitor profile in the Exhibitor Portal.

When defining your strategy remember:

- What is your reason for being at the show?
- Why should visitors connect with you at in-cosmetics Global 2019?
- What channels will you use?
- How will you engage with the media at the show?

Invite your customers to visit your stand and attend your product launches or show conferences.

Meeting the media at in-cosmetics Global 2019 is a great way to bring your company to the attention of the media. Approach your top tier titles and offer face-to-face interviews on current trending topics.

briefed on what they can and cannot say. Prepare Q&A documents and specific holding statements for any potentially controversial issues that may arise (if any).

Remember, nothing is ever 'off the record' and make sure stand staff are aware they should not talk 'business' with the media.

3

months to
go

1

month to
go

2

weeks to
go

The Storm team



Contact the Storm Communications team on +44 (0) 20 7240 2444 or in-cosmetics@stormcom.co.uk for advice on enhancing your PR strategy at in-cosmetics Global 2019.

Finally, enjoy the show! Exhibiting at a trade show is an effective way to meet with your existing client base and new potential customers.



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