Welcome to: How to Promote Your RSNA Exhibit
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How to Promote Your RSNA Exhibit:
Tools and Strategies for Event Marketing and Media Relations

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Today’s Presenters

Introduction: Sherry Gendel, RSNA

**Caterina (Trina) Lui**
Senior Customer Content Specialist
Virtual Press Office/Cision PR Newswire

**Erienne Muldoon**
Senior Customer Content Specialist
Virtual Press Office/Cision PR Newswire
Agenda

Who We Are
- Introduction to VPO and Cision PR Newswire

Pre-show Marketing
- Pre-show marketing statistics

RSNA Online Press Room
- Introduction to the RSNA online press room

Online Press Kit
- Online press kit benefits, features, tips & example

News Release Distribution
- News release distribution benefits, features, tips & success story
Established in 1996, VPO invented the online trade show press office as an environmentally-friendly alternative to traditional paper press kits. Today, we are a leader in online press office management and have worked with RSNA for 10+ years.

From online-only and on-site press rooms to virtual, hybrid, and in-person events, VPO has supported events of all sizes and scenarios.

We’ve worked with household names like Fujifilm, Philips, and the Cleveland Clinic and have helped hundreds of brands in the industry execute their event strategies.
Pre-Show Marketing

Statistics

70% of attendees decide which booths to visit before the event.¹

Only 13% of companies do some type of pre-show marketing.¹

Just 40% of exhibitors who engage in pre-show marketing track metrics.²

63% of exhibitors see the value and importance of pre-show tactics increasing.²

Source 1: Trade Show Marketing: What to Do Before the Show by Sarah Leung
Source 2: EXHIBITOR Magazine Pre-show Marketing Survey
Pre-Show Marketing
Effective Tools & Methods

EMAIL
Personal invites, blasts to segmented lists, signature ads.

SOCIAL MEDIA
LinkedIn, Facebook, Twitter – wherever your customers and target audience are.

EVENT MICROsites
Dedicated landing pages, online press kits, focused campaign sites with unique URLs.

BLOGS
Sneak peeks or teasers, thought leadership, speaker profiles, sponsorship missions.

OTHER CONTENT
Press releases, photos, videos, etc. can be repurposed across owned and paid channels.
RSNA Online Press Room
For Media, Attendees, and Industry Professionals

http://rsna.vporoom.com/
To access the press room, you can use the direct URL above, or via the RSNA 2021 newsroom.

Comprehensive
Look no further than this centralized resource for the latest breaking news and supplemental assets.

Visible 24/7/365
Accessible any time, day or night, from any device, making it easy for journalists, attendees, and industry peers to find information.

SEO
The online press room and press kits are search engine optimized, resulting in more audiences finding and engaging with content.

Flexible
Able to handle any type of file – from HTML and PDFs to videos and photos – and built to accommodate last-minute changes.

The 2020 press room received over 1000 visits, almost 2000 pageviews, and thousands of clicks from October-December.
Survey Highlights

Journalist Panel – Covering Events

What would make your job easier?

• Keep content online longer/indefinitely
• Have information available prior to event
• Make representatives and content easily accessible

"Create event landing pages with news and resources about technology breakthroughs, new products, thought leadership, and contact information for people willing and able to chat more in depth about these topics. Include links to full-text press releases and downloadable image files."
Online Press Kit Benefits
Features that help connect brands and target audiences

**CONTENT HUB**
House everything from press releases to high-resolution images and video to case studies or brochures.

**DISTRIBUTION CAPABILITIES**
News announcements are delivered via email directly to RSNA attending media and industry professionals.

**CONTACT DETAILS**
Who is the best contact to connect with at the show? What about after the event for follow-up questions?

**REPORTING METRICS**
Learn what content resonated with your audience. See clicks, downloads, and email opens.

**RESPONSIVE DESIGN**
Whether on a smartphone, tablet, laptop, PC or other device, enjoy a seamless content experience.

**BRANDED MICROSITE**
Customize the landing page with a company logo, description, style guide color, and social media feeds.

**SHAREABLE URL**
Include the link in everything from email invites and Tweets to business cards and event collateral.

**PREMIUM ADD-ON OPTIONS**
Integrate a lead generation form, incorporate a slideshow feature, or utilize call-to-action buttons.
Online Press Kit Levels

Micro Kit ($425)
- Vanity URL (e.g., rsna.vporoom.com/Brand)
- PR contact listing, logo, website, description
- 3 pieces of content (releases, photos, spec sheets, brochures, executive bios, etc.)
- Email distribution of press releases to registered press and interested professionals
- Social sharing buttons
- Weekly and monthly reports containing data on press kit views and actions
- Archiving of press kit for 1 year

Standard Kit ($725)
All Micro Kit features, PLUS:
- 6 pieces of content (rather than 3)
- Ability to embed up to 3 assets with each news release
  - For example, if you have 6 press releases, you could add 3 images to each one
- Choice of branding design color
- Company social media feed display

Premium Kit ($1025)
All Standard Kit features, PLUS:
- Scrolling photo slideshow banner with up to 5 images and call-to-action links
- Lead generation form and/or call-to-action button to capture leads or book appointments for demos, interviews, etc.
- Enhanced SEO optimization
- Customized URLs for each press kit page
  - rsna.vporoom.com/Brand/news
Online Press Kit Tips
From Content to Promotion

Use Relevant Content
Pare down materials to only the most pertinent for the event and your story.

Mix & Match Formats
Feature various types of content, from text to multimedia.

Promote URL
Use a multichannel promotion strategy to drive traffic to the landing page.

"Show Floor" Tool
Don't forget to use the press kit as a resource during virtual event hours.

Follow-up Link
Include the press kit URL in your post-show communications and pitches.

Reporting Data
Take stock of what content performed well to inform next year’s strategy.
Online Press Kit Example
Best Practices for RSNA Exhibitors

Recognizable Branding
Adding a banner, description, website, social media accounts, and contact information makes it easy to connect with the company.

Focused Press Release
Posting at least one press release drastically increases your visibility, and it will be even more effective if it specifically mentions RSNA, as this one does.

Smart Supplemental Content
Video demos and brochures help build on the press release to continue to tell their brand story and provide additional information in alternate formats.
News Release Distribution
In pandemic times – Does PR Still Matter?
The short answer is yes
74% of PR comms pros have the same or more frequent press outreach

Has the frequency of your press outreach returned to pre-COVID levels?

- Yes, press outreach is the same or more frequent than before COVID: 43%
- Our press outreach frequency was not affected by COVID: 31%
- No, press outreach is still less than pre-COVID frequency: 26%
Supply and Demand

In-person event news is low – making it stand out from the rest

12-month outlook

PR pros were asked what topics will their press releases cover for the next 12-months

- 83% said they will send company/organization news
- 47% said they will send thought leadership content
- 40% said they will send product launch announcements

EVENT NEWS

Event news has been low since the pandemic with levels at just over half what they were in 2018/2019.

What is your top challenge as it relates to press releases?

- Ensuring they reach the right person/people: 42%
- Making them stand out from other releases: 36%
- None of the above: 13%
- Including the right kinds of content and media: 6%
- Customizing them for different audiences: 4%
Additional News Distribution Benefits

Achieve Your Event Communications Goals

**SEO**
Posting of release on prnewswire.com which received 13M+ organic search referred traffic & approx. 1.7M unique monthly visitors from May 2016-May 2017

**SOCIAL MEDIA**
Reach thousands of Twitter followers across industry-specific handles including @PRNhealth, @PRNAlert and @PRNtech.

**MEASUREMENT**
Evaluate your results with PR Newswire’s Visibility reports that shows performance and audience engagement data.

**COUNSELING**
We’re here to help! We provide one-on-one counseling to assist you with your content strategy, press release best practices, SEO tips and more!
News Release Distribution Options
Pair a PR Newswire distribution with a press kit

**National Exposure Package $1325 (Best Value)**
Standard Online press kit + a US National release over PR newswire. Best for targeting the media AND websites and industry professionals across the US. Great for new products, breakthroughs & other major announcements.
Includes:
- 800-word release to newspapers, radio, TV and trade magazines in all 50 states.
- 4,400+ websites and SEO with prn.com
- Twitter posting
- Distribution to PRNJ
- Visibility Reports

**Web Visibility $825**
Standard Online press kit + Web-only release over PR Newswire. This option is best if you’re not interested in reaching the media but you want your content to reach a larger audience outside of your website. (Example: sending out a release promoting the company blog)
Includes:
- Unlimited word release to 1,600+ websites
- SEO with posting to prnewswire.com
- Visibility reports

Does not include posting to PRNJ, twitter posting or distribution to newspapers, radio, TV or trade magazines.
What content is "Wire Worthy?"
Thought Leadership

Content marketing tactic used to build credibility and to establish oneself as an industry leader.

PeopleMetrics' New Study Finds 55% of American Workers Unhappy with Employer Response to COVID-19
Blogs

A piece of owned content published on a company’s website often used to establish a brand as an industry leader and to connect with your customers.

Ziebart Offers "Do's & Don'ts" Tips for Car Cleanliness During Pandemic

Leading Car Care Provider Shares Best Practices for Vehicle Sanitization

5 Reasons Why You Should Embrace Artificial Intelligence

Microsoft

NEWS PROVIDED BY
Microsoft Corporation
Apr 07, 2020, 09:00 ET

REDMOND, Wash. April 7, 2020 /PRNewswire/ -- "The robots are coming!" This is a common refrain we’ve all heard, and yet we shouldn’t fear technology or artificial intelligence (AI). Whether you identify as a tech geek or a tech novice, the fact is that 85% of Americans already use AI. Smart assistants in our homes, song recommendations from music streaming services, and even spam filters on email are all powered by AI.

At its most basic, AI is a powerful automation tool designed to augment what people can do. For us to take advantage of this technology, we should all have a good understanding of its capabilities.

Let’s take a look at five practical ways AI can improve people’s lives.

1. AI can better our health
   The current COVID-19 pandemic is top of mind for everyone, and health care is an area where AI can make a real impact. Already, AI diagnostics can cheaply diagnose a whole range of illnesses with clinical accuracy. As the sensors in our phones, watches and other devices that we carry and wear become less expensive, more common
White Papers

A white paper is a research report or a guide used to educate, persuade, or provide a solution to a problem.


Immunity Certificates: If We Must Have Them, We Must Do It Right -- ID2020 Alliance Releases White Paper
Multimedia

Infographics, images, logos, and videos.

Cracker Barrel Old Country Store Announces 'There's Comfort in Giving' Program

Cracker Barrel Old Country Store, Inc. announced today the launch of a program that will provide up to 20,000 meals to healthcare workers at select hospitals in partnership with Sony Music Nashville. The program, led by Chris Young, is designed to pay it forward to healthcare professionals in the HCA Healthcare system.

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News Release Tips
6 Tips for Trade Show Press Releases

1. Incorporate the event name into the headline or subhead
   Headlines should feature your company name and event name as it enhances the discoverability of your content.

2. Feature a clear call to action
   Have a clear direction for what you want the readers to do next.
   GA link builder: https://ga-dev-tools.appspot.com/campaign-url-builder/

3. Utilize multimedia elements
   Visual assets increase views and engagement of potential customers and the media.

4. Use natural language and disruptive formatting
   Natural language and skimable content helps win points with readers and search engines.

5. Don’t forget about the booth link!
   Make sure interested readers know where to find you at the event!

6. Take advantage of social media
   Promote your announcement on social channels and include the official RSNA hash tag #RSNA21
Going Against the Flow: The Best Time to Send Your Trade Show Press Release

**News Release Timing**

- **START WITH GOALS**
  - Determining the main goal you want your release to accomplish will help determine when to send it. Booth traffic = 1-2 weeks out

- **OTHER BIG ANNOUNCEMENTS**
  - If a larger company is making an anticipated announcement – avoid sending your news in the hours leading up to and after it.

- **SEND MORE THAN 1 RELEASE**
  - Sending more than one news release can help keep your company top of mind and create excitement to visit your booth at the show.

- **DEALING WITH HOLIDAYS**
  - RSNA is unique in that it starts soon after a holiday. It’s usually best to avoid sending your news Thanksgiving week (or at least Wed. Nov. 27) as some extend vacations.

- **RSNA ATTENDEE BEHAVIORS**
  - When we went to RSNA we learned that more INTL attendees came on Sunday and US attendees waited until Monday due to the holiday.
Example of a successful press release

Volpara Solutions Showcases End-to-End Cancer Screening Workflow at RSNA

**Company name and Event name in headline**
By putting RSNA in the headline this release comes up on searches that pair RSNA with the company name or key words like Cancer Screening. Booth # included in 1st graph.

**Press Kit**
RSNA press kit link included in second graph to direct readers to more news releases and content.

**Multimedia assets (photos)**
Including images with the release increases engagement and breaks up text.

**Quote**
Including a quote or quotes in your release increase chance for media pick up since it does some heavy lifting for journalists. They have the option to take a quote directly from the release for their article (which is done fairly often).
Measuring success
How do we know this release was successful?

PR Newswire Visibility Reports
PR Newswire provides a Visibility Report for every US release, and most international distributions, at no extra cost. Visibility Reports provide a high-level view of how your release performed online and with the media and show how users engaged with your release on prnewswire.com. PR Newswire also provides industry benchmarks to show how your release compared to similar releases in your industry.

1,100 Public Views
Number of views received on prnewswire.com and PR Newswire’s syndicated network.

101 Media Views
Journalists discovering and clicking on the news on PRNJ.

Organization Views
Yale University and Adventist Health

97 Engagements
94 click throughs | 1 share | 2 image downloads
Resources

- RSNA Exhibitor Best Practices Page (for webinar recording)
- RSNA Online Press Office
- BLOG: 6 Tips for Trade Show Press Releases
- BLOG: Going Against the Flow: The Best Time to Send Your Trade Show Press Release
- BLOG: How to Tell Your Trade Show Story with a Page-Turning Press Kit
- BLOG: 10 Critical Ingredients for the Perfect Online Press Kit
- VPO Knowledge Center
Thank You for Joining Us!

Receive 10% off any VPO package if you order by Nov. 5!
Order here: http://rsna.vporoom.com/order
Enter RSNAWebinar10 in the special instructions!
Q&A
We’re here to help!

Please chat any questions you have now!

If you have any questions after this webinar, please contact us at 1-973-783-7787 or email vpo@cision.com. For RSNA exhibit questions, please email exhibits@rsna.org.

Thank you from all of us at RSNA and Virtual Press Office/Cision PR Newswire!