

VISION[®]



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

Oct. 21, 2020

Today's Presenters

Introduction: Sherry Gendel, RSNA



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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

Virtual Press Office

We can help you tell your story



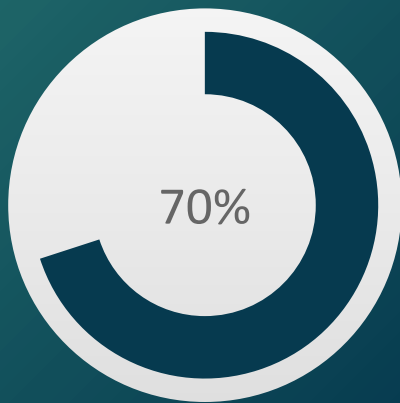
Established in 1996, VPO invented the online trade show press office as an environmentally-friendly alternative to traditional paper press kits. **Today, we are a leader in online press office management and have worked with RSNA for 10+ years.**

Our team is not new to the virtual world. From online-only press rooms to virtual events, VPO has experience in this event space.

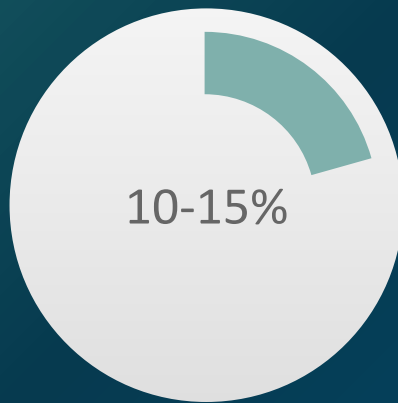
We've worked with household names like **Fujifilm, Philips, and the Cleveland Clinic** and have helped hundreds of brands in the industry execute their event strategies.

Pre-Show Marketing

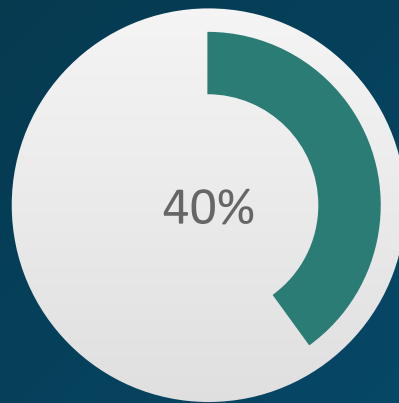
Statistics



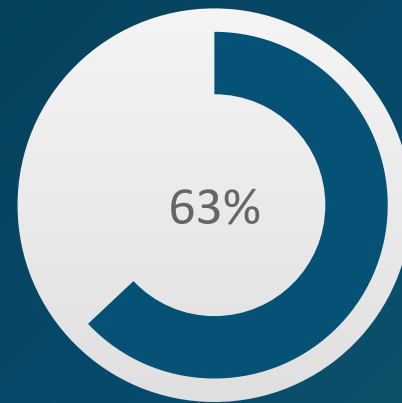
70% of attendees decide which booths to visit before the event.¹



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 2020 newsroom.

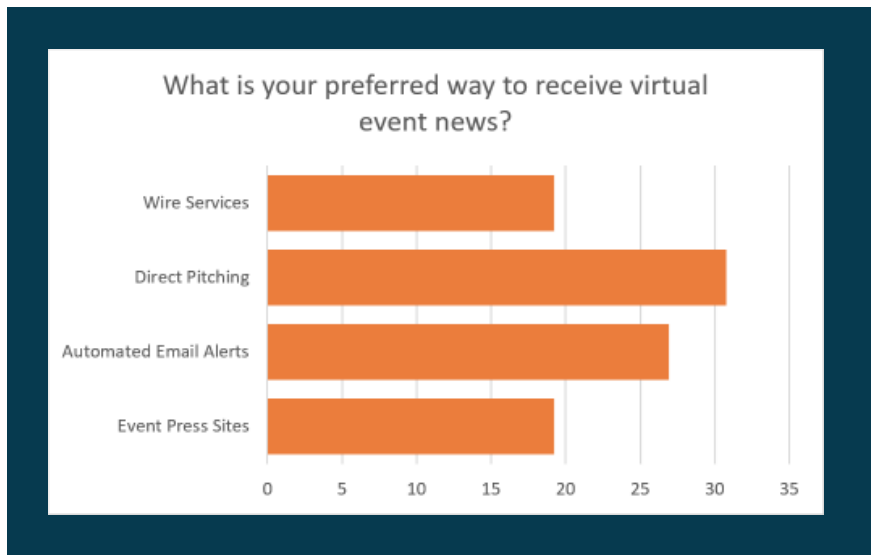
-  **Comprehensive**
Look no further than this centralized resource for the latest breaking news and supplemental assets.
-  **Visible 24/7/365**
Accessible any time, day or night, from any device, making it easy for journalists, attendees, and industry peers to find information.
-  **SEO**
The online 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 2019 press room received over 2000 visits, almost 3400 pageviews, and thousands of clicks from October-December.

Journalist Panel – Covering Virtual Events

Survey Highlights



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.



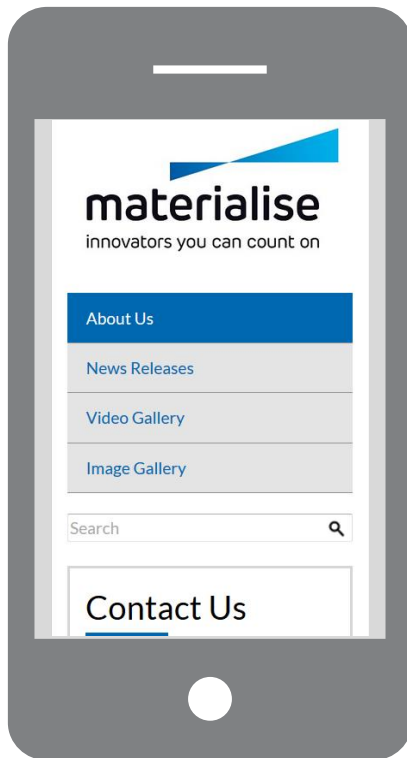
CONTACT DETAILS

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.

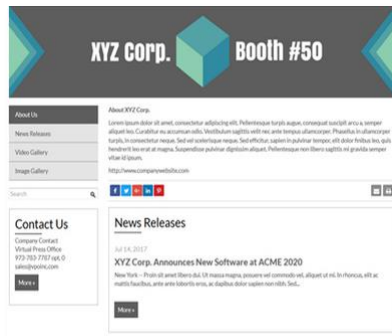


PREMIUM ADD-ON OPTIONS

Integrate a lead generation form, incorporate a slideshow feature, or utilize call-to-action buttons.

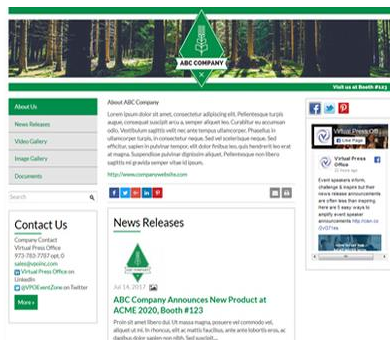


Online Press Kit Levels



Micro Kit (\$425)

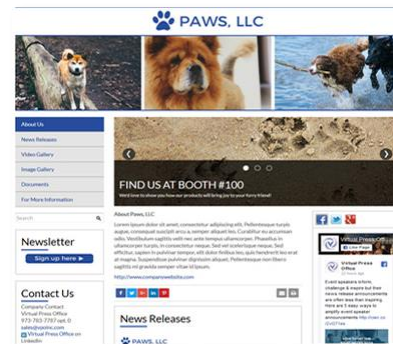
- **Vanity URL** (e.g., rsna.vporoom.com/Brand)
- PR contact listing, logo, website, description
- **3 pieces of content** (releases, photos, spec sheets, brochures, executive bios, etc.)
- **Email distribution** of press releases to registered press and interested professionals
- Social sharing buttons
- **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 logo, call-to-action image, description, website, contact information, and social media makes it easy to connect with the company.



Powerful Press Releases

With 4 announcements, 2 of which are directly connected to RSNA, this news is poised to make an impact.



Smart Supplemental Content

Videos, brochures, and reports help build on the news releases to continue to tell their brand story and provide additional information in alternate formats.



An aerial photograph of a city skyline, likely New York City, with numerous skyscrapers and buildings. The image is overlaid with a semi-transparent teal color. A white rectangular box is centered on the image, containing the text.

News Release Distribution

With move to Virtual – Does PR Still Matter?

Generate Leads and Meetings

In a Virtual Environment, pre-scheduled meetings are key for attendee planning

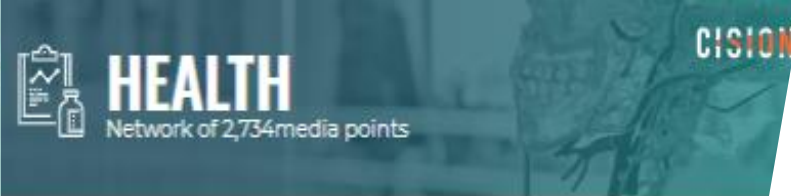
Pop ups from other exhibitors

Social Media

Door bell

Work emails

Children at home learning virtually



Credibility And Trust

Get your news to journalists at major publications

Alongside newsrooms and websites, Cision Distribution by PR Newswire puts your content in the hands of journalists at top industry publications.

Our experts target all relevant trade categories at no additional charge, ensuring your content reaches the industry-specific publications and influencers who want it most.

VERTICALS

- Biotechnology
- Medical & Pharmaceutical
- Dentistry
- Infectious Disease
- Pharmaceutical Control
- Supplement Medicine
- Medical Equipment

PUBLICATIONS INCLUDED



- [2019 Digital Brand: Awareness, Engagement & Action Index](#) (reg. req.) – by [BMV](#) a digital agency in Boston: For B2B companies, earned media and branded content ranked as the most impactful by B2B companies [1]
 - **30%** of B2B respondents stated news coverage as the way “people learn about new products online that they can use for their day jobs.” [1]
- Study published in the [Journal of Promotion Management](#) by [Julie O’Neil](#), a professor in strategic communication: **67%** of the focus group participants and **48%** of the survey panel indicated journalism was *the* most credible source of information.[1]
- [SiriusDecisions 2019 B2B Buying Study](#): Earned content cited as most valuable during education and solution stages, and company-create content only became more relevant during selection phase. [2]

Sources:

[1] <https://www.swordandthescrypt.com/2019/08/earned-media-behavior-credibility/>

[2] <https://go.forrester.com/blogs/not-the-author-of-your-best-content/>

Media Interest in Virtual Events is Growing

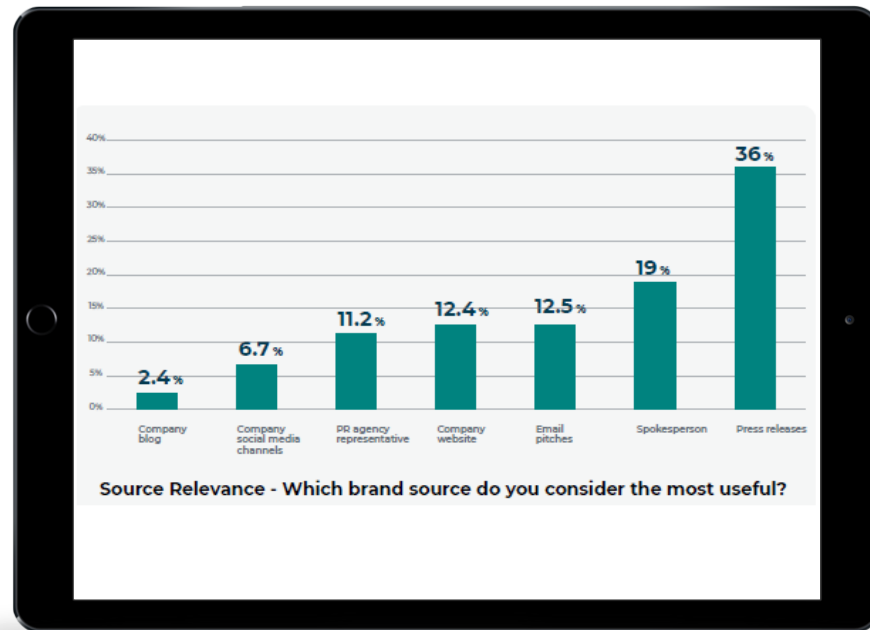


PRESS RELEASES RATED MOST USEFUL BRAND SOURCE

According to Cision's 2020 State of the Media Report staffing and general access to resources continues to be the biggest challenge for media and influencers. Many journalists responded that they file 10+ pieces a week (up from 2019).

Scarce resources mean the media love virtual events since they can spend less time travelling (and less budget) and more time finding content and covering the event.

And for many years in the row, journalists also rated the press release the most useful brand resource and **72% of journalists said press releases and news announcements were one of the kinds of content they wanted to receive.**



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.

An aerial photograph of a city skyline, likely New York City, with a teal color overlay. A white rectangular box is centered over the image, containing the text "What content is 'Wire Worthy?'".

What content is "Wire Worthy?"

Thought Leadership

Thought Leadership

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

Botify's Enterprise SEO Platform Delivers a 584% Return on Investment over Three Years, According to Total Economic Impact™ Study

Study reinforces Botify as an end-to-end SEO management platform with advanced technical capabilities

botify

NEWS PROVIDED BY
Botify →
Apr 23, 2020, 13:22 ET

SHARE THIS ARTICLE



NEW YORK, April 23, 2020 /PRNewswire/ -- Botify, the leading [enterprise SEO platform](#), today released the findings of Forrester's Total Economic Impact™ (TEI) of Botify, a commissioned study conducted by Forrester Consulting on behalf of Botify. The study revealed that organizations leveraging Botify's platform and proprietary five-step search methodology achieve a return on investment (ROI) of 584% percent over three years.

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

PROVIDED BY
Metrics →
2020, 09:47 ET

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DELPHIA, April 9, 2020 /PRNewswire/ -- PeopleMetrics, a leading provider of experience management software for employees, customers and patients, announced survey results of 1008 full-time employees across the United States on their employer is handling the COVID-19 pandemic.

highlights include:

55% of American Workers are Unhappy with Their Employer's Response to COVID-19

PeopleMetrics



Blogs

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.

5 Reasons Why You Should Embrace Artificial Intelligence



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

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

Leading Car Care Provider Shares Best Practices for Vehicle Sanitization



ED BY

09:03 ET

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April 27, 2020 /PRNewswire/ -- A vehicle could be a hotbed of germs and bacteria, if not properly cleaned. Ziebart, a 60-year-old global provider of vehicle appearance and protection services with 400 locations and centers across the world, is offering helpful car sanitization tips, including identifying and disinfecting point areas inside and outside of their vehicles.



White Papers

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

ID2020

NEWS PROVIDED BY
ID2020 Alliance →
Apr 21, 2020, 10:31 ET

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SAN FRANCISCO, April 21, 2020 /PRNewswire/ -- In a white paper, published today by the Harvard University Edmond J. Safra Center for Ethics, ID2020 urged policymakers, technology providers, and civil society organizations to collaborate to ensure that digital health credentials or "immunity certificates", if implemented, are intentionally designed to protect privacy and civil liberties.

Certintell, Inc. Publishes White Paper: "Is Telehealth Invaluable? Five Major Benefits for Health Centers"

certintell
TELEHEALTH

PROVIDED BY
Certintell Inc. →
Mar 6, 2020, 11:15 ET

SHARE THIS ARTICLE



WINES, Iowa, March 6, 2020 /PRNewswire/ -- Certintell Telehealth, a company focused on empowering safety-net centers with telehealth solutions, recently published a white paper covering the benefits Community Health Centers have after implementing telehealth services into their clinic workflows.

ed in the White Paper, patient dissatisfaction is a growing concern for many health centers and hospitals. Patients tired of sitting in waiting rooms to receive care that doesn't fit their standards. Both patients and providers are suffering because of this. Often times, patients will even refrain from getting treatment because they don't have a

Multimedia

Infographics, images, logos, and videos.

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



Artists with Sony Music Nashville Led by Chris Young to Donate Up to 10 Meals to Healthcare Workers

PROVIDED BY
Barrel Old Country Store, Inc. →
2020. 11:35 ET

SHARE THIS ARTICLE



[Irel Old Country Store®](#) announced today the launch of pay-it-forward to healthcare professionals in the HCA

meals to healthcare workers at select hospitals in partnership
Young will kick off the program with a live stream
day, April 26. In addition to Young, who will remain involved
ille artists include Adam Doleac, Jameson Rodgers, Matt Stell,
Counts, Seaforth, and The Sisterhood Band. Many artists will
engage on Cracker Barrel channels to help provide comfort
shville act has chosen specific hospitals that hold special

THERE'S COMFORT
in Giving
For Each \$10*
Virtual Gift Card Purchased,
We'll Donate a Meal
to #HealthcareHeroes.



*4/21/20 - 5/12/20, Delivery to another ward as a: Donation to HCA Healthcare hospitals for foodline activity. Most Medical or children's ward is with fresh brown casseroles & green bean casserole. Most 500-60 meals. Donations not too difficult to

≡ delish

Over \$750 average savings
for drivers who switch and save
That's snow joke

PRIGKEVITSE

Cracker Barrel Launched A Program That Will Provide Meals To Healthcare Workers And You Can Get Involved

Because there's comfort in giving.

by [ALEXIS MORILLO](#) APR 22, 2020

JEFF GREENBERG / GETTY IMAGES

The dining rooms of restaurants are still closed down for safety precautions, but many are still providing for their communities in any way they can. Some places

Ad closed by Google

News Release Tips

6 Tips for Trade Show Press Releases



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.



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/>



Utilize multimedia elements

Visual assets increase views and engagement of potential customers and the media.



Use natural language and disruptive formatting

Natural language and skimmable content helps win points with readers and search engines.



Don't forget about the ebooth link!

Make sure interested readers know where to find you at the virtual event!



Take advantage of social media

Promote your announcement on social channels and include the official RSNA hash tag #RSNA20

News Release Timing

Going Against the Flow: The Best Time to Send Your Trade Show Press Release

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

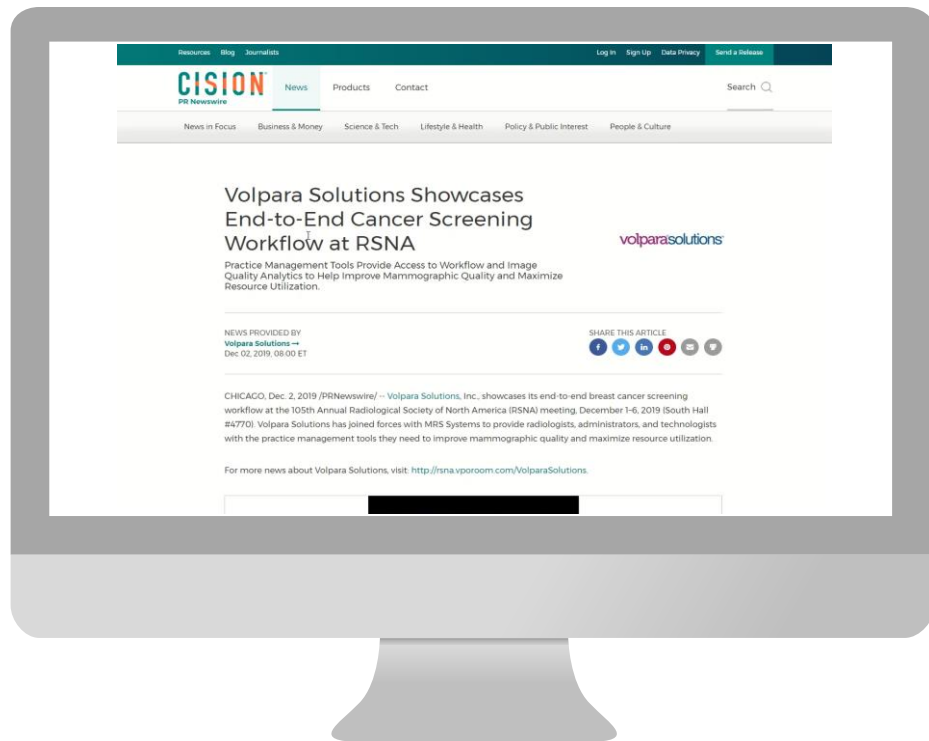


When we went to RSNA we learned that more INTL attendees came on Sunday and US attendees waited until Monday due to the holiday.

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. 6!**

Order here:

<http://rsna.vporoom.com/order>

Enter **RSNAWebinar10** in the
special instructions!

Q&A

We're here to help!



Caterina Lui

Senior Customer Content
Specialist



Erienne Muldoon

Senior Customer Content
Specialist



Cindy Black

VPO Program Manager

Please chat any questions you have now!

If you have any questions after this webinar, please contact us at **1-973-783-7787 opt. 0** 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!