

# Welcome to: How to Promote Your RSNA Exhibit Before We begin...

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# cision®



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

Oct. 25, 2018

# Today's Presenters

Introduction: Jorie Dydo, RSNA



**Caterina (Trina) Lui**

Senior Customer Content Specialist  
Virtual Press Office/Cision PR Newswire



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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

# Virtual Press Office

We can help you tell your trade show story

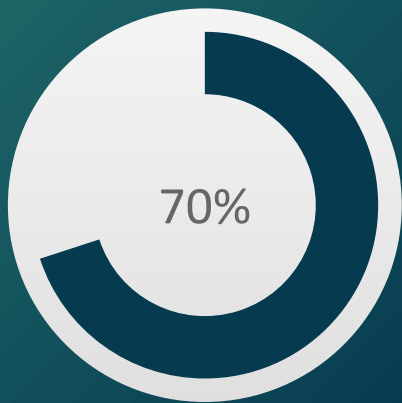


- Established in 1996, VPO invented the online trade show press office as an environmentally-friendly alternative to traditional paper press kits. **Today, we are a leader in online press office management and have been partners with RSNA for 8+ years.**
- We've worked with household names like **Fujifilm, Philips, and the Cleveland Clinic** and have helped hundreds of brands in the industry execute their event strategies.
- Our team has attended RSNA** to meet with clients, enhance our knowledge of the radiology industry, and experience all the show has to offer.

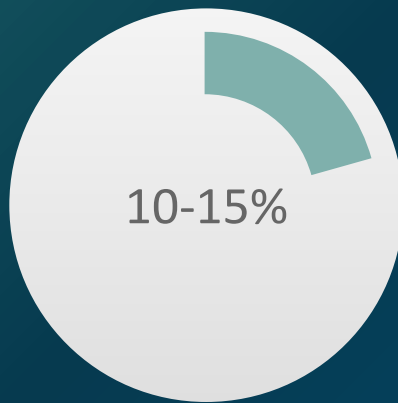


# Pre-Show Marketing

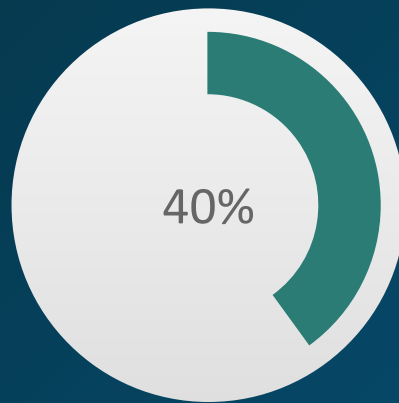
## Statistics



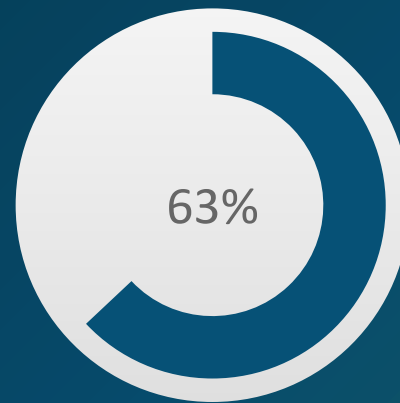
70% of attendees decide which booths to visit before the event.<sup>1</sup>



Only 13% of companies do some type of pre-show marketing.<sup>1</sup>



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



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

*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 go to the Annual Meeting site and:

1. Click “Newsroom” on the left-hand navigation and scroll down to the “Exhibitor News Center,” or
2. Click “Media” in the top navigation and then “2018 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 2017 press room received over 1000 visits, almost 2200 pageviews, and 50 keyword search queries from October-December.

Being featured on this page is a great way to stand out and amplify your exposure.



# 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.



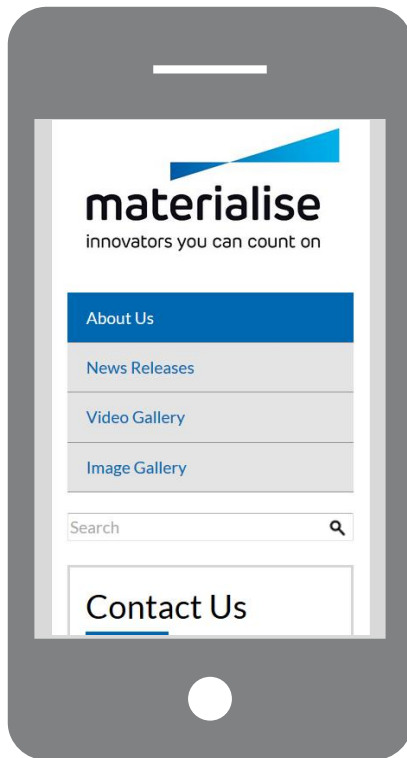
## CONTACT DETAILS

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.

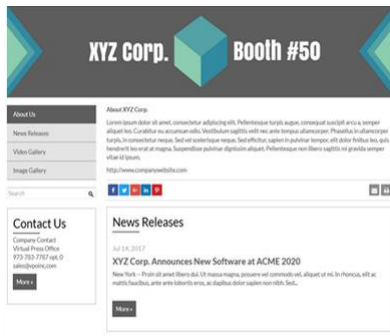


## PREMIUM ADD-ON OPTIONS

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

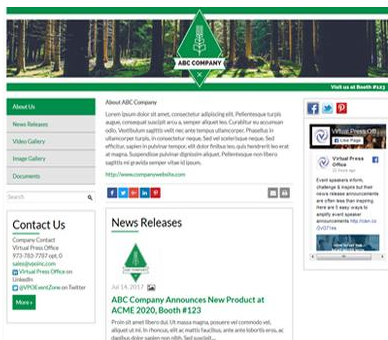


# Online Press Kit Levels



Micro Kit (\$425)

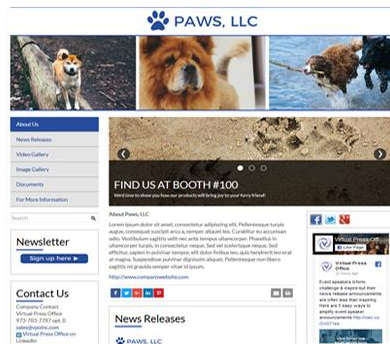
- **Vanity URL** (e.g., [rsna.vporoom.com/Brand](http://rsna.vporoom.com/Brand))
- PR contact listing, logo, website, description
- **3 pieces of content** (releases, photos, spec sheets, brochures, executive bios, etc.)
- **Email distribution** of press releases to registered press and interested professionals
- 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](http://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 while at your booth or networking.



## Follow-up Link

Include the press kit URL in all of 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 with a logo, description, website, booth number, contact information, and social media make it easy to connect with the company.



### Powerful Press Releases

With 3 announcements, and 2 of them being directly connected to RSNA, this news is poised to make an impact.



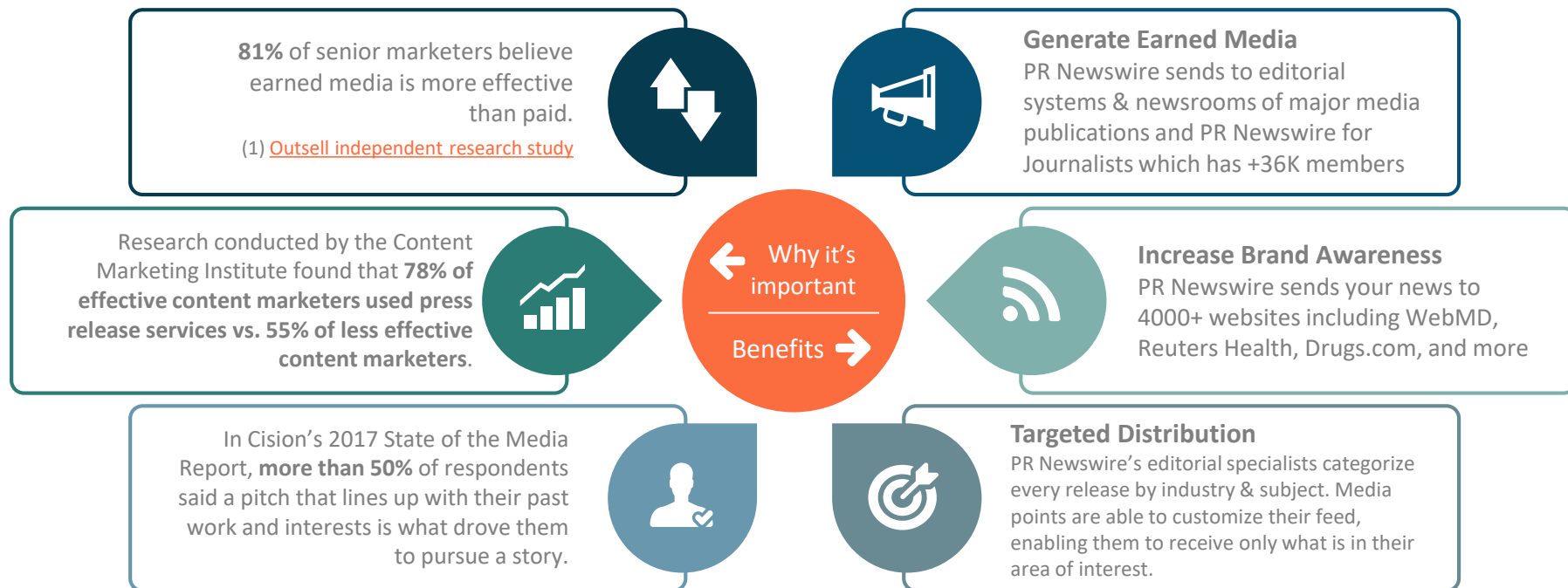
### Smart Supplemental Content

Each news release has a corresponding image to give a visual component to the story. The Documents tab also contains a catalog for further detail.



# News Release Distribution

PR Newswire – the industry's strongest network



# 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.



# Additional Offerings

Communicate like never before

## News Release Distribution Add-Ons



### Microlists

Media Microlists are available to help fine-tune the targeting of your news release whenever you use a PR Newswire newswire. These lists help reach reporters covering niche industry beats. e.g. Radiology, Medical Products



### Multimedia

Add on photos or videos to your release for more engagement. News releases with photos receive 1.4 more views and videos receive 2.8 times more views.



### Media Database

**75% of brands** say that identifying the right influencers is the biggest challenge to doing earned media campaigns the right way. Cision delivers an easily searchable, customizable and comprehensive media & influencer database for communicators.



### Monitoring

Monitoring helps understand the full multi-channel reach and impact of your coverage. Monitor coverage of your brand on online, social AND TV, print and radio. Tie earned media mentions directly to key revenue drivers.



# 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 booth number!

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



Take advantage of social media

Promote your announcement on social channels and include the official RSNA hash tag #RSNA18

# 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

### KEEP TRAVEL IN MIND



Avoid the trade show travel time black out 1-3 days before the show. Travelling can be chaotic, so news releases may get missed during travel.

### 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. 21) 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

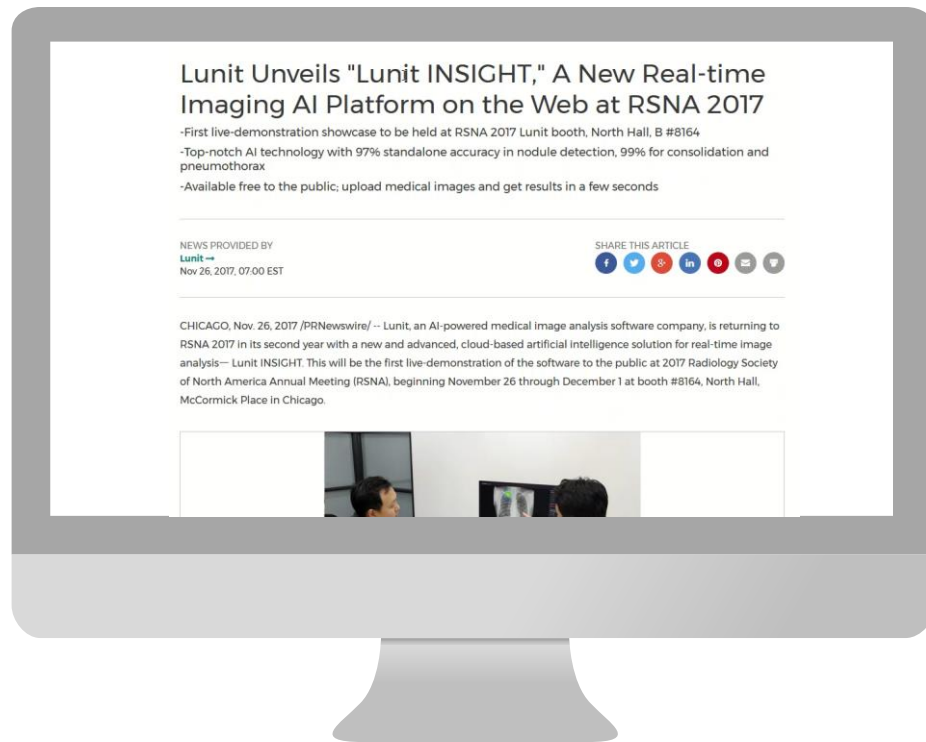
## Lunit Unveils "Lunit INSIGHT," A New Real-time Imaging AI Platform on the Web at RSNA 2017

➡ **Company name and Event name in headline & booth #**  
By putting RSNA in the headline this release comes up on searches that pair RSNA with the company name or key words like X-ray detectors. Booth # included in subhead and in 1<sup>st</sup> graph.

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

➡ **Disruptive formatting**  
This release has a bolded headings with break up the release and make it easily skim-able.

➡ **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.



### 1,794 Public Views

Number of views received on prnewswire.com and PR Newswire's syndicated network.



### 292 Media Views

Journalists discovering and clicking on the news on PRNJ.



### Organization Views

Symantec Corporation, Cleveland Clinic Foundation and Stanford University



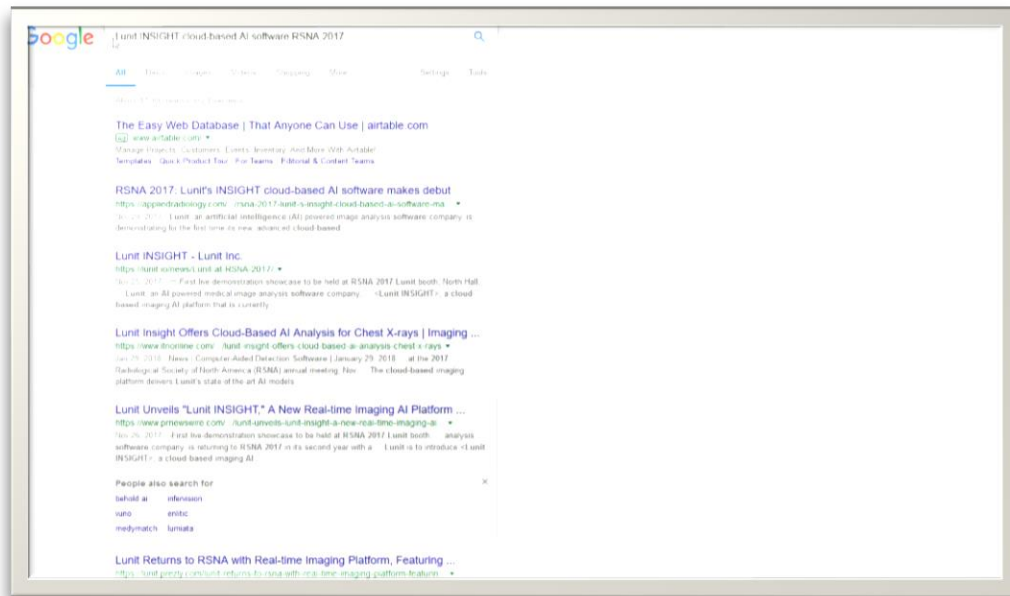
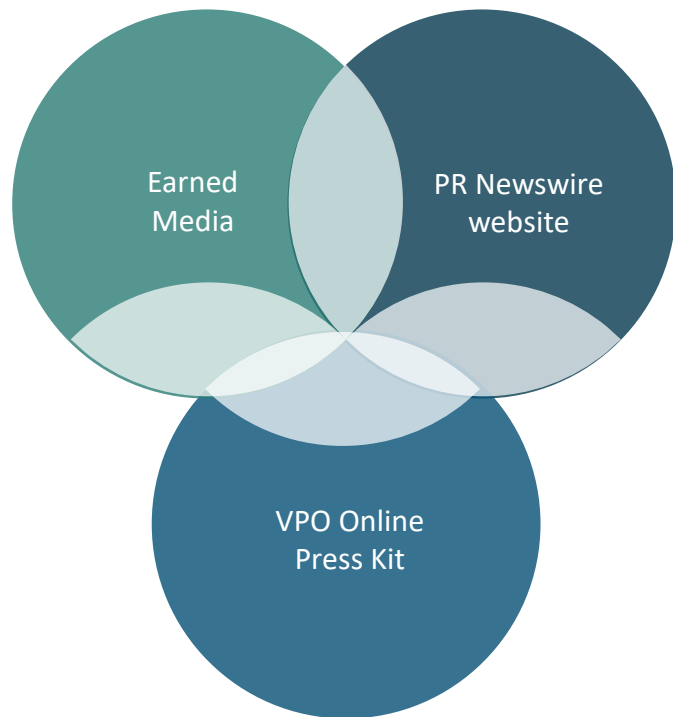
### 59 Engagements

51 click throughs | 6 shares | 2 image downloads



# SEO

How Cision PR Newswire and VPO distribution helps with SEO





# Resources

- ❖ [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](#)

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# Q&A

We're here to help!



Caterina Lui

Senior Customer Content  
Specialist



Erienne Muldoon

Senior Customer Content  
Specialist



Cindy Black

Account Manager



Chris Kenrick

Account 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 [sales@vpoinc.com](mailto:sales@vpoinc.com). For RSNA exhibit questions, please email [exhibits@rsna.org](mailto:exhibits@rsna.org).

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