

## Getting the best from your AgriLIVE Smithfield PR

**The AgriLIVE Smithfield Event has its own marketing and PR team. The PR function is being undertaken by Niamh Tye.**

The PR team's role is to promote the 2009 AgriLIVE Smithfield Event and its exhibitors to the agricultural and wider media pre, during and after the event.

The media partner for AgriLIVE Smithfield is Farmers Weekly, but we also have regular dialogue with all of the other interested media to ensure that they have the information that they need to run their coverage.

The more information that I have about what you are planning at AgriLIVE, the more I have to share with the media whilst promoting the event. I have put together some tips on what techniques you can use to maximise your PR coverage from the event.

1. **Tell us what you have planned** – we will include information on your plans in our discussions with journalists and post it on the AgriLIVE website for you.
2. **Use the AgriLIVE 2009 website** – there is an area of the website that includes exhibitor's press releases. If you forward any media releases to us, we will post them on the website for you.
3. **Organise a press briefing or interview** – Useful for anything new, interesting and issued; this needs to be planned well in advance because journalists are very busy.
4. **Use the Press Tent for press releases** – the press tent is open to all journalists for both days. The facilities include information racks on which you can include your press releases/photographs or invitations to visit your company's stand/demonstrations.
5. **Launches and new initiatives** – AgriLIVE is an ideal venue to launch new products/services or initiatives. Please let us know if you have any plans
6. **Demonstrations** – if you are demonstrating equipment or products on your stand, let us know the details.
7. **Seminars, clinics and advisory sessions** - if you have any technical briefings, clinics or seminars planned, let us know the details and we will help communicate them for you.

### Contact Niamh Tye:

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## Getting the best from your AgriLIVE Smithfield Press Briefings

AgriLIVE is an ideal venue to hold a press briefing to communicate new and interesting issues related to your business to the attending press. The following guidelines are based on tried and tested approaches to successful press briefings and take into consideration feedback and guidance from the UK agricultural editors.

1. **Press briefing content** – Make sure that the proposed content of your press briefing is new, interesting and issue-led; don't be tempted to hold a press briefing if you have nothing new or interesting to say, or if it has been said before.
2. **Key messages** - keep messages simple, bold and brief with no more than 3 key points. Don't over-load attendees with information.
3. **Keep it short & simple** – no more than 30 minutes including a Q&A session.
4. **Use analogies and bold statements** – these will be useful to reiterate or clarify your messages
5. **Planning** – Be thorough in planning your messages, suitability of speakers, presentation content and supporting press material (e.g. press release) to make the most out of your briefing.
6. **Venue** – if you are using your own stand, make sure that there is a separate, seated and quiet area of your stand to hold the briefing. Get straight into the briefing when the attendees arrive.
7. **Timing and booking your conference** – Niamh Tye will be coordinating the official schedule of press briefings on behalf of Cereals. Please contact Niamh to discuss your briefing and to book a slot. Our aim is to allow at least 15 minutes between briefings to allow the press to make their way between events. You are welcome to have your own briefings without communicating the details with us, but you may miss out on attendees. And also risk running a conference/briefing at the same time as another
8. **Inviting the press** – give us as much detail as you can on the background and content of the briefing, date, times, venue and any additional information e.g. catering or photo opportunity.
9. **Meeting etiquette** – If you don't know the journalist, ask him/her who they are and who they represent. Have a prepared chair and make sure all your staff/speakers know who is doing what, when and how.
10. **Pre-empt likely questions** – the media is likely to ask, and have responses and supporting information at hand to respond there and then. If you cannot give them the answer tell them you will get back to them and make sure that you do! Offer additional time after the briefing for individual interviews.
11. **Press Briefing or one to one interviews** – a press briefing may not be the right vehicle to communicate your messages. Another option is offering the journalist a one-to-one interview to tie in with their schedule at AgriLIVE. If you are unsure about this discuss it with Niamh.