



designwest

center of the engineering universe

SCHEDULE A PRESS CONFERENCE

DEADLINE: APRIL 12, 2012 (2 WEEKS PRIOR TO CONFERENCE)

Please call Linda Uslaner at 516.562.5843 to discuss your goals and schedule your media event.

Attract the attention of the press and gain more visibility at the event by conducting a press conference. Press conferences are a valuable way to deliver a message quickly to a number of editors and journalists at the event.

How to Schedule a Press Conference at DESIGN West:

1. Decide on the time and date of the press conference. Early morning and lunch- time conferences tend to have better attendance.
2. Reserve your time and place – email Linda Uslaner (linda.uslaner@ubm.com) for availability.
3. Request the invited press list from Linda Uslaner (linda.uslaner@ubm.com).
4. Mail your press conference invitation at least two weeks before the event.
5. Prepare presentation materials. Keep presentations brief and leave plenty of time for questions.
6. Follow up with a phone call to confirm attendance.
7. Schedule a one-on-one meeting by booking meeting space in the Media Center

Topics that ensure a good attendance at a press conference include:

- Strategic changes for your company that will affect the industry in a major way
- A long anticipated product announcement that is of great interest to the editors
- A major partnership announcement that will affect the industry
- Significant new technology development that is newsworthy

Please Note: Time slots will be reserved on a first-come, first-served basis. No more than one press conference will be scheduled during any time period.

Questions? Contact Linda Uslaner, Marketing Director, at linda.uslaner@ubm.com.