



PHILADELPHIA CONVENTION & VISITORS BUREAU

# Convention PR & Marketing Plan

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# WELCOME!

We are delighted that you will be holding your convention, meeting or tradeshow in Philadelphia. This PR & Marketing Plan is a resource created especially for your group by the Philadelphia Convention & Visitors Bureau (PHLCVB) to assist you in promoting your meetings in Philadelphia.

The more work you can accomplish in advance, the greater chances of meeting your promotional goals. Please add us to your media mailing list and send a copy of your program when it is complete.

If you have any questions or need any assistance, please contact the Communications Department at **215-636-3341**. If you are interested in hiring a local full-service public relations agency, please let us know and we are happy to provide recommendations.

**Thank you for choosing Philadelphia for your upcoming event!**

PENNSYLVANIA CONVENTION CENTER

W 1400th St  
Cherry St  
Lenfest Plaza  
Broad St

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This public relations manual offers you the following tools to help generate public attention for your event in Philadelphia:

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# Local Promotion Timeline

START  
HERE

## 1 YEAR BEFORE CONVENTION

- Promote your customized Philadelphia microsite to attendees on your social media and website
- Speak to your Destination Services representative about available e-blast templates for promoting Philadelphia as the destination for your meeting
- Download free, high-resolution Philadelphia photos for inclusion in promotional materials at [www.discoverPHL.com/photos](http://www.discoverPHL.com/photos)
- To build excitement about the meeting with your attendees, share the Philadelphia destination video and other clips from our YouTube channel at [www.youtube.com/philadelphiacvb](http://www.youtube.com/philadelphiacvb)

## 6 MONTHS before convention

- Post about your convention on social media tagging [@discoverPHL](https://twitter.com/discoverPHL) (Twitter), [@discover\\_PHL](https://www.instagram.com/discover_PHL) (Instagram) and [facebook.com/discoverPHL](https://www.facebook.com/discoverPHL), using a hashtag specific to your conference so your attendees can join the conversation
- Request local media lists from PHLCVB Communications Team

## 2 MONTHS before convention

- Determine story angles and reporters to contact

See tips to make the most compelling pitches  
**Page 6**

## 1 MONTH before convention

- Prepare your press release/ media advisory

See examples on:  
**Page 10**

## 3 MONTHS before convention

- Create a pitch list with target media

## 3 WEEKS before convention

- Pitch story ideas to local media
- Keep in mind that some media outlets publish weekly; allow adequate lead time accordingly

## 2 WEEKS before convention

- Follow up with reporters pitched
- Determine if they would like to attend an event during your conference or interview a member of your leadership team or a guest speaker
- Process any media credential requests as needed

## 1 DAY before convention

- Tweet about your meeting to local news media. See Page 13 for major Philadelphia media Twitter handles
- If media are invited to attend, send out a media advisory and let them know the best times to attend

For major Philadelphia media Twitter handles:  
**Page 13**

# Public Relations Tips



## Tips for Meetings, Conventions & Tradeshows

Whether you're interested in drawing attention to your industry, generating coverage of a keynote speaker, letting the host city know your convention is coming or just making your attendees feel welcome, there are many ways to promote a meeting, convention or tradeshow in Philadelphia.



## Here are 5 public relations strategies that can complement your marketing efforts:

### 1. Target your stories

The PHLCVB maintains local media lists for your use. At least six months prior to your event, request lists and add the appropriate contacts to your database. Target stories to specific departments, i.e. health, science, education or business media, for more effective results. Remember to keep it simple — you may know certain industry terms, but that doesn't mean that the media and public do, too.

Media will be more apt to cover your events if news items have mass appeal and can be understood by people outside the industry. Make the connection between your industry news and public interest.

### 2. Look for trends

Is there a trend in your industry that might make a great story? Often, reporters need to see a trend to cover an industry convention. Know what the trends are in your industry and you could become a part of a major feature story.

### 3. Find a local angle

In Philadelphia, many conventions identify with the city's history of hosting the nation's very first convention (the Continental Congress) and the first convention of people of color, and incorporate this into pitches to the media. Promote your attendance and economic impact projections with the PHLCVB, so Philadelphia organizations and businesses will see the importance of your convention and help support your efforts.

Work with a local charity by donating all extra show food and beverages to a food bank, or promote your efforts with a community program.

### 4. Plan for media

If you anticipate having media come through your show or meetings, plan on staffing a press room. This area should include up-to-date press releases, photographs, resources, computers with Internet access, and at least one phone line staffed to answer media inquiries during show hours.

A press room also serves as a meeting place for interviews with speakers and executives, and a checkpoint for escorting media onto the show floor. Get consent from all speakers prior to inviting media, and have specific materials prepared, including the agenda, speakers' bios, and a schedule of events. Be accessible — list a specific room where your event is taking place.

Media who cannot find an event cannot cover an event, and sometimes cannot wait until a public relations representative is found on the show floor. If you release information through a press release, be accessible and list phone numbers where interested media can always reach you.

### 5. Timing is everything

The key to promoting a convention or tradeshow is an early start. If you are trying to increase attendance, do not rely on local media. Your best bet for driving attendance is to focus pre-convention efforts on trade magazines and newsletters in your industry, which are more likely to give upcoming conventions and tradeshows substantial coverage.

Local media almost always focus on a meeting when it arrives. Keep current events in mind when pitching stories. Last-minute pitches regarding current news items often generate great coverage.

# How to Build a Media List That Works For You

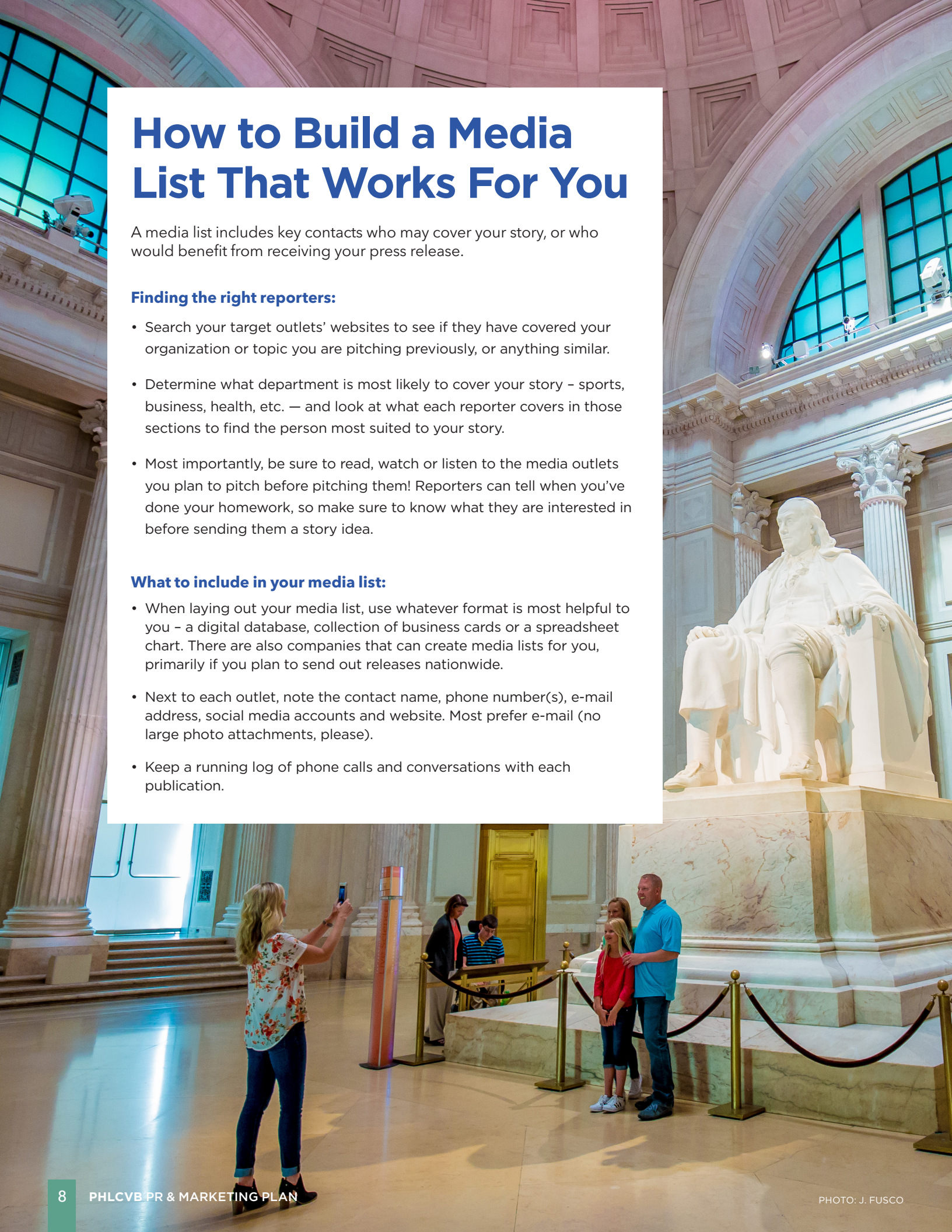
A media list includes key contacts who may cover your story, or who would benefit from receiving your press release.

## Finding the right reporters:

- Search your target outlets' websites to see if they have covered your organization or topic you are pitching previously, or anything similar.
- Determine what department is most likely to cover your story – sports, business, health, etc. — and look at what each reporter covers in those sections to find the person most suited to your story.
- Most importantly, be sure to read, watch or listen to the media outlets you plan to pitch before pitching them! Reporters can tell when you've done your homework, so make sure to know what they are interested in before sending them a story idea.

## What to include in your media list:

- When laying out your media list, use whatever format is most helpful to you – a digital database, collection of business cards or a spreadsheet chart. There are also companies that can create media lists for you, primarily if you plan to send out releases nationwide.
- Next to each outlet, note the contact name, phone number(s), e-mail address, social media accounts and website. Most prefer e-mail (no large photo attachments, please).
- Keep a running log of phone calls and conversations with each publication.





# PHLCVB Resources

You can also request the following free communications resources from the PHLCVB :

- Welcome letters
- Comprehensive Philadelphia-area media lists
- Digital images and stock footage
- Promotional Philadelphia copy
- Public relations consulting
- Philadelphia destination video



PHILADELPHIA DESTINATION VIDEO

PHILADELPHIA OFFICIAL VISITORS GUIDES

# Media Alert

If you are interested in having media cover a specific event, you should send out a media alert. The alert should provide key information about the event and entice the media to attend and cover the event. For example, a media alert should be issued if you plan a press conference.

See page  
**12**  
for a Press  
Conference  
Checklist!



**MEDIA ALERT**  
December 3, 2021

**MEDIA CONTACTS:**  
Jaime Martorana, PHLCVB  
215-636-3341  
[jaime@discoverphl.com](mailto:jaime@discoverphl.com)  
Nicole Bowman, IAEE  
469-534-3638  
[nbowman@iaee.com](mailto:nbowman@iaee.com)

**PHILADELPHIA WELCOMES LARGEST ASSOCIATION OF EXHIBITION AND  
EVENTS INDUSTRY PROFESSIONALS FOR ANNUAL MEETING**

**WHAT:** The International Association of Exhibitions and Events (IAEE), the leading association for the global exhibition industry, is hosting its annual meeting and exhibition, Expo! Expo! 2021, at the Pennsylvania Convention Center, December 7-9, 2021. The convention brings meetings and events organizers to Philadelphia, showcasing the city to key industry decision makers from across the globe. It is a marked sign of the return of meetings and conventions to Philadelphia.

Expo! Expo! 2021 is a welcome event with attendees and exhibitors supporting Center City hotels, small businesses and local restaurants, contributing to the regional economy as Philadelphia focuses on return to business. IAEE attendees and organizers will also contribute to the efforts of local nonprofits, including PHL Cares and Philabundance.

**WHO:** Councilmember Derek Green (At-Large), PHLCVB Board Member  
Gregg Caren, President & CEO, PHLCVB  
David DuBois, President & CEO, IAEE  
Cathy Breden, Executive Vice President & COO, IAEE  
Robert McLean, 2021 Chairperson of the Board, IAEE

**WHEN:** Tuesday, December 7, 10:30 am

**WHERE:** Pennsylvania Convention Center, Terrace Ballroom  
1101 Arch Street, Philadelphia, PA 19103  
Enter the Convention Center via Broad Street @ Broad & Cherry Street entrance. Take escalator on either left/right up to Terrace Level.

###

**About the PHLCVB:**  
The Philadelphia Convention and Visitors Bureau (PHLCVB) creates positive economic impact across the Philadelphia region, driving job growth and promoting the health and vibrancy of our hospitality industry by marketing the destination, the Pennsylvania Convention Center, and attracting overnight visitors. The PHLCVB's work engages our 800 members, the local Philadelphia community as well as culturally and ethnically diverse regional, national and international convention, sporting event and tourism customers. The PHLCVB is also the official tourism promotion agency for the city of Philadelphia globally and is responsible for growing the number of overseas leisure visitors who come to the region each year. To learn more, visit [www.discoverPHL.com](http://www.discoverPHL.com).

## Media Alert Elements

1. Issue the media alert on company letterhead. It looks professional and credible.
2. If there will be a photo opportunity, state it at the top of the alert; it is more likely to generate photo and television coverage.
3. Include media contact information for press seeking additional information, including a cell number for the person who will serve as their on-site contact.
4. Use a short, active and descriptive headline to entice the reader.
5. Use a block format for media alerts, so the news desk or reporter can quickly and easily find the specific information they need. Describe what the media will see and hear, where and when it will take place, who will be there and any relevant background details.
6. Include a boilerplate. (Information about your company or organization.)

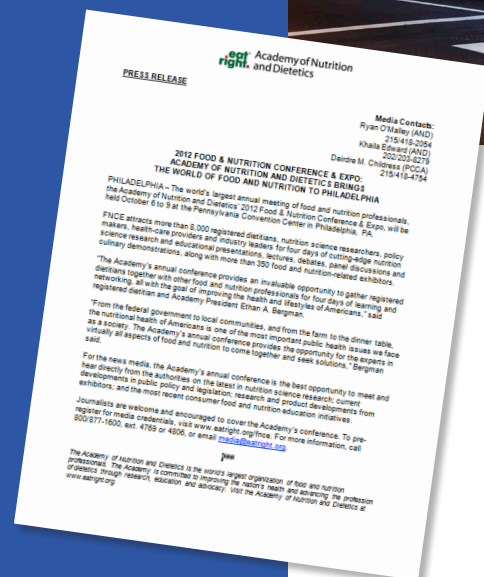
# Press Releases

A press release is written and distributed to get your message in front of a large audience in a short amount of time. A press release should include newsworthy and important information in an organized and concise manner. When sending a press release, include a short “pitch” to media in your email as to why they should read the release and cover your event.

## Press Release Elements

1. Issue the release on company letterhead. It looks professional and credible.
2. Include a contact for members of the media to reach for additional information, or to set up and interview. This person should be familiar with information in the release and be able to answer questions.
3. Include a short descriptive headline to grab the reader’s attention.
4. Include where the press release was written and date released.
5. Put the most important information at the beginning. Provide answers to who, what, where, when, why and how in the first paragraph.
6. The remaining body of the release should include further details, background information, quotes and additional relevant information.
7. Use a quote by a company representative. This adds credibility to your release. If your convention is bringing in well-known experts in your field or recognized speakers, include quotes from them as well.
8. Center three pound signs (###) at the bottom of the page to indicate the end of your release.
9. Include a boilerplate. (Information about your company or organization.)

\*Be sure to proofread your release before you send it out!



Sample press release



# Press Conference Checklist

- Select a date
- Reserve a location
- Invite appropriate guests and speakers
- Order audio visual equipment, including a mult-box\*
- Order appropriate food/beverage
- Order appropriate signage (banners, podium sign, etc.)
- Hire a photographer or bring a camera
- Research background materials
- Write media alert
  - Email at least one day prior
  - Post on website
  - Distribute on newswire service
- Make pitch calls to media (one day prior and morning of)
- Prepare materials for on-site
  - Press release (email and/or release on newswire service)
  - Media sign-in sheet
  - Speakers' bios
  - Background materials
  - Other relevant background releases as needed
  - B-roll, if available\*\*
- Props for photo ops (backdrop, gifts, etc.)

\*A mult-box is a device connected to the main microphone at a news event that allows journalists and crews to "plug in" and record clean audio feed.

\*\*B-roll is pre-recorded video footage that relates to your product, association or event.

# Social Media

Increasingly, people are turning to social media websites for news. Whether it's Twitter, Facebook, Instagram, or TikTok, social media should be included in any outreach plans to potential attendees as well as media.

## Here's a list of the Twitter accounts for Philadelphia's major media outlets:

Philadelphia Inquirer - [@PhillyInquirer](#)

Philadelphia Business Journal - [@PHLBizJournal](#)

NBC10 Philadelphia - [@NBCPhiladelphia](#)

CBS Philly - [@CBSPHilly](#)

Fox 29 - [@FOX29philly](#)

Philadelphia Weekly - [@PhillyWeekly](#)

Philadelphia Daily News - [@PhillyDailyNews](#)

Philadelphia Tribune - [@PhillyTrib](#)

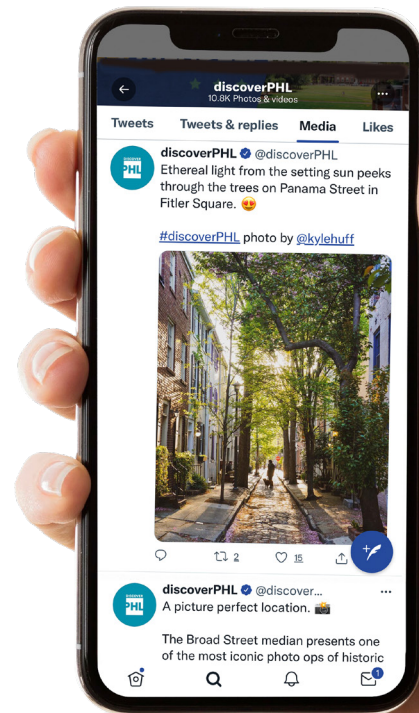
Philadelphia Magazine - [@PhillyMag](#)

Action News on 6ABC - [@6abc](#)

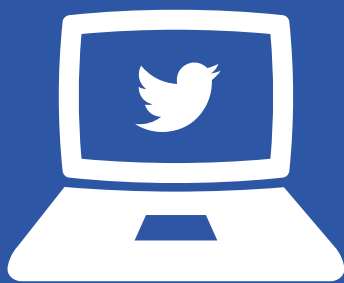
WHYY News - [@WHYY](#)

KYW News Radio - [@KYWNewsRadio](#)

Billy Penn - [@billy\\_penn](#)



## Tips for marketing your event on social media



- **Create** a timeline for event promotions and announcements.
- **Create** visual elements to support your event across all channels.
- **Find** a strong hashtag to help people connect and discover content before, during and after the event. Leverage it everywhere, even in non-social communications such as e-mail, print or giveaways.
- **Encourage** attendees to live tweet from your event.
- **Share** photos and video on Facebook, Twitter and Instagram.
- **Monitor** your hashtag and engage with those using it.

**PHLCVB**  
Philadelphia Convention  
& Visitors Bureau