



*Shippin' Up to Boston?
Graber Associates Can Help You Make the Most of Your
Visit to AFP 2011*

Graber Associates LLC is extremely pleased to submit this preliminary proposal to serve as your company's "Troops on the Ground" for public relations, marketing, and media and analyst relations at the Association for Financial Professionals ([AFP](#)) 2011 Annual Conference, November 6-9 in Boston.

We have been supporting corporate outreach in the U.S. on an ad hoc basis working with financial services technology providers since 2002. Our experience has shown that an aggressive program of public relations, marketing, and outreach in conjunction with your Boston visit will increase your ROI of exhibiting and help you to build visibility and market share in North America.



Please see below for details of our services in pre-event strategy and outreach, event week monitoring, and post-event follow-up and measurement. These tasks are outlined on our website and in the [case study](#) of our services at SIBOS 2007 at the Boston Convention Center (at left).

Coming to AFP 2011 is a good move. We can help you get the most out of it. Attendance should surpass last year's conference in San Antonio, which was AFP's third-best ever.

Boston is more easily accessible than San Antonio for the vast majority of your target media and analysts, and it's also a popular destination for non-business visitors.

Ray Graber and Tom Burke will be on duty at AFP 2011, ready to assist with anything you need. You may well have in mind some tasks and activities that do not appear below, but rest assured we'll be prepared to do "whatever it takes."

Congratulations on your decision to visit our fair city, and thank you considering Graber Associates!

AFP 2011

Pre-Show activities (now until November)

- *Participate in show planning and strategy sessions*
- *Collaborate in creation of AFP 2011 PR toolkit*
- *Expand and refine target list of pubs and analysts*
 - *Conduct pre-show outreach to North America targets and arrange interviews*
- *Liaison with show press managers*
 - *Obtain press lists for SIBOS when available and circulate to group*
 - *Arrange for meeting/interview venues both at show site and before/after show time at local restaurants, etc.*
- *Investigate and pitch speaking opportunities for LCMG thought leaders*
- *Create and distribute media and analyst invitation letter*
- *Develop and issue press releases in advance of the show*
- *Have all show collateral, speaker/interviewee biographies, press releases etc. printed locally and assembled into media kits*
- *Identify your company spokespeople available for interview at the show*
- *Develop briefing documents for US-based journalists and analysts*
- *Collect and coordinate briefing documents with p.r. team members for non-US-based interviews*
- *Develop and manage the master spread sheet of all meetings to be held in conjunction with show*
- *Create the global public relations status report in advance of show, update it weekly and circulate to global team*

Event week activities (November 6– 9)

- *Be “on duty” each day from prior to show opening through post-show meetings and interviews/cultivation events as necessary*
- *Manage all spokespersons’ schedules with analysts and media, and field all press inquiries, directing them to proper spokespersons*
- *Assume responsibility for maintenance and distribution of all printed items that will be needed throughout the show, including but not limited to press releases, advisories, and materials for media, analysts, and press room*
- *Manage the issuance of show-week press announcements and any other documents such as white papers, survey results etc.*
- *Attend all interviews, take notes, initiate follow-up on case-by-case basis*
- *Arrange for post-show interviews and meetings as needed*
- *Monitoring and document all coverage*

Post-event activities

- *Contact media and analysts after the event to:*
 - *follow-up with your company spokesperson they may have met*
 - *arrange interviews that may not have been scheduled, or were not completed*
 - *provide valuable feedback on the spokesperson’s ‘performance’*
 - *make sure they have everything they need*
- *Develop and distribute the final public relations report*