



AFP 2011

Pre-Show activities

- *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*
- *Coordinate briefing documents with p.r. team for non-US-based interviews*
- *Develop and manage the master spread sheet of all meetings*
- *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 any additional or follow-up interviews*
 - *provide valuable feedback on the spokesperson’s ‘performance’*
 - *make sure they have everything they need*
- *Develop and distribute the final public relations report*