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M328

Media Members Tell it Like it Is

In today's world of rapid communications, how do you generate the best media coverage possible for your event? In this session, a panel of media representatives from television, newspapers, and B2B publications will show you how.

You'll learn:

- How to find out who covers your industry
- News media deadlines
- How soon in advance to make contact
- How to break through e-mail and voice mail barriers
- The correct format to convey your company's information
- How to take advantage of new video and online trends in the industry
- Whether a picture is still worth a thousand words
- The value of electronic wire services



FACULTY: Aleta Walther, (CTSM candidate), reporter, Exhibit City News; Travis Stanton, editor, EXHIBITOR magazine and Wayne Dunham, owner, Dunham Communications

