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EUROCONFERENCE

Taking your association to the NEXT level!

Media Engagement

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OUTLINE

- Introduction & tour de table
- Building the press relations
- Maintaining the relations
- Media Outreach Tactics
- Crisis Management
- How to interact with the EU
- Tips & Tools
- Q&A



BUILDING the press relation

- Press List
- Professional approach
- Cooperate
- Editorial calendar
- Newsletters



MAINTAINING the press relation

- A means to an end – not an end in itself
- How to maximise press coverage:
 - When to organise press briefings
 - Anticipate
 - Reinforce credibility: Third-party endorsing
- Select the most appropriate type of media depending on the audience



MAINTAINING the press relation

What press for what audience ?





MAINTAINING the press relation

Is there an EU Press?

- Emergence of a mainstream printed and online EU Affairs press



- Daily: Europolitics (circ. 10000), Agence Europe
- EurActiv.com (500000 visitors/month) + daily thematic updates (14000 recipients)
- Weekly: European Voice (circ. 20000), eSharp, EU reporter



MAINTAINING the press relation

Is there an EU Press?

- High visibility among EU Institutions (esp. Commission)
- Increased credibility in Brussel
- Highly skilled reporters
- Used as information source by other media



MEDIA OUTREACH TACTICS

- Online:
 - Website
 - Description
 - Facts & figures
 - Contact information
 - Press section



MEDIA OUTREACH TACTICS

- Online:
 - New tools
 - Blogs
 - Be aware
 - Monitor
 - React if needed



MEDIA OUTREACH TACTICS

- Printed:
 - Editorials
 - Interviews
 - Press Releases



MEDIA OUTREACH TACTICS

- Press Releases: Do's and don'ts
 - Less is more but be complete
 - Who, what and why ?
 - Audience
 - Address the right people
 - No stalking and user friendly materials
 - Contact and url
 - Distribution



MEDIA OUTREACH TACTICS

- Press Releases: Distribution
 - Multiple channels
 - Press list
 - Newswires
 - Members
 - Websites
 - Organisation website



CRISIS MANAGEMENT

- Establish clear response strategy
- Build expertise: establish in-house expert committee
- Identify all actors involved (Commission, consumer organisations, other industry associations, ...)
- Honesty and transparency
- External help



HOW TO INTERACT WITH THE EU

- New EU Communications Strategy
- More than 1200 journalists accredited to the EU
- Around 4000 interest groups “lobbying the press”
- European Commission dominates Brussels’ media scene
 - Daily midday press briefing
 - Daily contacts with the press
 - More than 20 press releases/day



TIPS & TOOLS

- Put your name out !
- Maximize on the opportunities of the moment!
- Be prepared!
- Be consistent!
- Don't say anything 'off' the record!
- Media coverage = marketing tool !



Q&A - Discussion

Thanks for your attention !



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