

# Bianchi PeRspectives

An e-newsletter offering PR-related info to use, challenge and amuse.

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## WORD NERD

**Listicle** *n.* -- a short form of writing that uses a list as its thematic structure, but is fleshed out with sufficient copy to be published as an article.

## Bianchi Biz Blog Post

*"More Bang for Your Trade Show Dollars"*

To view more posts, visit the [Bianchi Biz Blog](#).

## Client Congrats!

Congratulations to **3M** for being recognized by Gartner as one of the top 25 companies with the best supply chains. [Read more.](#)



## The Ultimate Social Medium

Trade show attendance is up and growing, according to the **Center for Exhibition Industry Research**, as attendees appear to place a high value on face-to-face meetings and a relevant environment that offers social and professional interaction. For more info, go to [CEIR](#).

## For B2B, It's F2F



Most business-to-business marketing takes **hard, consistent work over months - or even years - to be successful** ... because trust doesn't come easily or quickly.

To win your prospect's trust, you need to **develop a relationship**. And while you can MAINTAIN an existing relationship online or over the phone, it's difficult to START a relationship electronically. The best way to actually start a relationship is **face-to-face**.

In the B2B realm, people do business with people they know and trust.

As sales guru Zig Ziglar said: "If people like you, they'll listen to you, but if they trust you, they'll do business with you."

So get your people out there **connecting and building trust** with prospects at those trade shows, seminars and conferences ... and let **F2F boost your ROI**.

*Jim Bianchi, APR*  
President

## How to Leverage an Event From Afar

With so many industry trade shows, events and conferences on the calendar these days, it can be impossible for your company to have a major presence at every one. With the cost of exhibiting, hosting a press conference and / or sponsoring on the rise, you have to **make smart decisions on what shows to attend**.

## MSED Events

The **Marketing & Sales Executives of Detroit** will host its 22nd annual golf outing to benefit scholarships on Thursday, Aug. 21 at Twin Lakes Golf Club. [Click here](#) for more information.

In addition, **MSED** is now accepting Platinum Award nominations for its 21st Annual Black-Tie Gala Dinner in October. For more information on how to nominate a candidate, visit [www.msedetroit.org](http://www.msedetroit.org).

## Staff News

Congratulations to our account executive, **Jaclyn Reardon**, on her marriage to Michael Bussert. The couple wed May 24.



## Have a Topic Idea?

We're looking to get your input on what topics you would like us to explore in a future e-newsletter.

If you have an idea you'd like to share with us, please send it to [bianchpr@bianchpr.com](mailto:bianchpr@bianchpr.com).

## Archives

And even if you don't plan a physical presence at a show - or if you're just going as an attendee without having a display booth or company speaker - you can still **leverage the event to engage media and promote your company and services**.

During trade shows, key issues and trends driving your industry are in the spotlight. By **maximizing the focus on these topics** and demonstrating how **your messages or products tie into them**, you can have a successful show ... even without having an exhibit on the show floor.

When an event is on the horizon, consider these five tips:

### 1. Research the Details

Research the show as if you WERE exhibiting or having a press conference. Look at the schedule, the technical session topics, who's speaking, what companies are sponsoring and - most importantly - reach out to the show organizers to find out what journalists are registered to attend. This info can help you formulate the best outreach plan.

### 2. Contact Media

If you're able to obtain a list of pre-registered media, reach out and let them know that your company experts are available to discuss key trends and issues that pertain to the topics being covered at the event. Journalists are always looking for multiple sources, so by offering them another source beyond what they'll find at the show, you could be helping them out. Even if you're unable to obtain a pre-registered list, reach out to a few key reporters who might be naturally interested in the topics being discussed at the event to see if you can line something up.

### 3. Take Advantage of the News

You might want to send out a press release around the time of the show if your company has a product or service that ties into the theme. For example, during the North American International Auto Show an automotive supplier that wasn't exhibiting sent out a release about its engineering services and how they helped the show cars achieve maximize performance. This let journalists attending the show know that there were other stories to investigate outside of the exhibit hall.

### 4. Arm Your Attendees

Sometimes people from your company may attend a trade show or conference as an attendee when your company is not exhibiting. If that's the case, be sure company representatives take company information along with them, ideally on some easy-to-carry USBs that they can hand out to reporters or potential customers they might run into. This tactic is double duty: not only does it help your company seize the moment, but it also gives you piece of mind that your employees are handing out pre-approved messaging that's also consistent.

Find past issues of *Bianchi PeRpectives* [here](#).

[Click here](#) for more PR / social media resources.

## Quick Links

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## 5. Join the Social Party

Help build the anticipation for an event by boosting your social media use and incorporating the official event #hashtag if one has been identified. Help promote links about the show that your company finds of interest by reposting them and asking your followers if they are attending event and what they're looking forward to. Even if you're not an integral part of the show, this can help your visibility and show that you're connected.

Interested in learning more? Contact us for other ideas to maximize your marketing ROI for an upcoming trade show or event at 248.269.1122 or [bianchipr@bianchipr.com](mailto:bianchipr@bianchipr.com).

