

# TIPS FOR YOUR MEDIA WORK

## Media work prior to SWISS-MOTO

### Advance information

- Send details of the innovations you will be presenting at SWISS-MOTO to editorial teams in good time:
  - Specialist media: approximately 3 months before the start of SWISS-MOTO.
  - Daily media: 1 to 3 weeks before the start of SWISS-MOTO.
- You can order the addresses of the most important specialist media in Switzerland and abroad from [andreas.sieber@swiss-moto.ch](mailto:andreas.sieber@swiss-moto.ch).

### Media release

- Observe the following guidelines when compiling media releases:
  - A media release must offer news values, i.e. on innovations that are being presented at SWISS-MOTO.
  - The text should be as short as possible, as long as necessary, and written in a lively style. Ideally, your media release should not be longer than two A4 pages.
  - The following structure has proved successful:
    - title (headline; arouses the reader's curiosity).
    - introductory text (lead; provides an initial overview or presents a short summary).
    - running text (contains the detailed information).
  - The text must be clearly marked as a media text.
  - Use A4-size paper, written on one side, with a line spacing of 1.5 cm, and left and right-hand margins that are both approximately 4 cm wide.
  - The media release should be marked with the name and dates of the exhibition, your hall and stand number, your company's precise address and the name of your media officer, including their telephone number and e-mail address.
  - The media release should also be translated into French, German and Italian if your company is present on these markets, or intends to be in future.

### Media conferences

- Media conferences generally require a 4 to 6 weeks' preparation time.
- The invitations should be sent out 3 weeks before the event at the latest. Do not send your invitations to the general addresses of the editorial teams but send a personal invitation to the journalists instead.

### Media discussions

- Media discussions are one variant of a media conference. This is more of a personal exchange of opinion, in an informal atmosphere and with just a few participants (4 – 6 journalists).
- Media discussions involve a lot less organisation than a media conference.
- Here again, the invitations should be sent out about three weeks prior to the event.

## Media event during SWISS-MOTO

- Make sure that you coordinate the date and time with the SWISS-MOTO Communications Management at an early stage so as to prevent any clashes with other media events.
- Your date and time will be entered on the list of media events. Please note: only with announcement until the 31st January 2018.

## Media documents

- If you are compiling a media folder, you should bear the following points in mind:
  - Include a list of contents.
  - Briefly present your company, specifying its regional, supra-regional or global importance.
  - Include an up-to-date Annual Report.
  - Enclose picture material in electronic form, or give a link for downloading the photos. Don't forget to caption the pictures.
  - Specify a contact for any queries.

## Media work during SWISS-MOTO

### Contact for the media

- If your company does not have a media spokesperson, you should designate a contact for the media prior to the exhibition.
- In the case of media talks, experts and representatives of the management should be included wherever possible.
- All the employees on the stand must know who the media contact is.

### Media documents

- You should make your media folders/media releases available on your stand and in the SWISS-MOTO Press Centre.
- Special press boxes are available in the press office to this end. Please place 10 to 12 copies of your documents in these on the first day of the exhibition.
- Please keep your media box stocked up for the entire duration of the exhibition.

### Media conferences / Media discussions

- If you do not wish to receive the media representatives on your stand, you can reserve rooms at Messe Zürich (Telephone +41 (0)58 206 51 23, Fax, +41 (0)58 206 50 55). They will provide you with a quotation and with further information on the services offered (room rental, catering, etc.). Make sure that you book the rooms that you require in good time.

## Media work after SWISS-MOTO

- Send your media documents to the most important editorial teams whose representatives were unable to come to your stand.
- Conduct a media observation with a specialist company (such as Argus run by Presse AG).

## Contact

MCH Swiss Exhibition (Zurich) Ltd  
Andreas Sieber, Head Communications SWISS-MOTO  
Wallisellenstr. 49  
CH-8050 Zürich

Tel. +41 (0)58 206 30 75  
Fax +41 (0)58 206 50 55  
andreas.sieber@swiss-moto.ch