

Suggestions for a Successful NAFB Trade Talk

1. A good spokesperson and solid news hook for the interview (not just product talking points)
2. An understanding of the broadcaster's geographical coverage area
3. Awareness of a broadcaster's preferred interview duration and that the interview may not air for several weeks
4. A brief bio and ready access to your newsmaker/spokesperson
5. Visible name badges on your sources and everyone in your booth area
6. A tent sign or card stating news subjects you are prepared to discuss as well as informational cards and handouts
7. Two to three suggested questions about a topic that may be new/unfamiliar
8. Phone/email contact information for follow-up communication
9. Worthwhile story ideas that may be pursued later. If a broadcaster can't do the interview onsite due to time restrictions, you can coordinate an interview after the convention
10. Be sure to follow up with the broadcaster after the event and continue the relationship!

Please share this information with all in your organization who will be attending Trade Talk.

TRADE
TALK