

Suggestions for a Successful Trade Talk

1. A good spokesman and solid news for the interview. An understanding of the broadcaster's coverage area and certainty that the product/service being discussed is marketed in that area.
2. Your awareness of a Broadcaster's preferred interview duration and that the interview may not air for several weeks.
3. A brief bio and ready access to your newsmaker/spokesperson.
4. Visible name badges on your sources and everyone in your booth area.
5. A tent sign or card stating news subjects you are prepared to discuss, informational cards and handouts.
6. 2-3 suggested questions about a topic that may be new/unfamiliar.
7. Phone/Email contact information for follow-up communication.
8. Worthwhile story ideas that can be pursued later.

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

**TRADE
TALK**