

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 as well as informational cards and handouts
6. two to three suggested questions about a topic that may be new/unfamiliar
7. phone/email contact information for follow-up communication
8. worthwhile story ideas that may be pursued later

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

**TRADE
TALK**