



SPREADING THE WORD

PR hints and tips to help you make the most of Hotelympia 2018

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pr

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FEATURES

In the lead-up to the show, our media partners will be compiling news features and previews to tell their readers about what to expect and what's new.

What are they looking for? Innovation, insight, new products and interesting stand activity, such as live demos, sampling, special prices, or celebrity appearances.

What do you need to do? Act now to tell us about what you have planned for the show - send your news to nick@jellybeancreative.co.uk to make sure show visitors are updated on what they can expect. Be sure to include your stand number, and ALWAYS, ALWAYS include photography to help sell the story. Remember that images should be of appropriate size for print quality (ideally over 1mg in size).



MEDIA

THE CATERER 

b&i
CATERING
FOODSERVICE FOR
BUSINESS & INDUSTRY

CARE HOME
PROFESSIONAL

Out of home
magazine

Catering
INSIGHT

FOODSERVICE
EQUIPMENT JOURNAL

BOUTIQUE
HOTELIER

restaurant
MAGAZINE

CSC
CORE SECTOR CATERING - SERVING THE FOODSERVICE INDUSTRY



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EDUCATERING

INTERNATIONAL
Sandwich
& food to go news

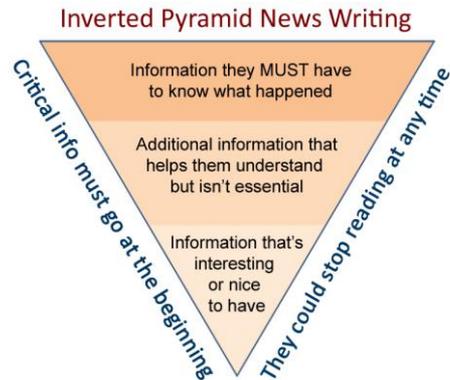


PRESS RELEASES

With newsrooms diminishing in size and journalists under increasing pressure, providing content with real impact is integral.

The average trade journalist receives around 60/100 PR emails per day, if your story doesn't capture them in the first two paragraphs and tell them everything they need to know, then you could have lost your chance of coverage.

Build a press release using the inverted pyramid of news and use the critical information at the very beginning.



THE PRESS OFFICE

Alongside feature copy, we will be using your submissions for press packs to give out to journalists in the press office at the show itself.

Journalists will be writing about the show in real time, so if you want to be part of the mix, send details

Hotelympia 2018 is run under the sustainable event standard ISO20121, which means we run a Paperless Press Office

As a guide, a good press pack should consist of:

- Recent press releases (pdf and word documents)
- Relevant Photography or Brand/Company Logo
- Electronic versions of any brochures/leaflets on the stand

Send everything across by March 2nd 2018.



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SOCIAL

If you're using **Instagram** (www.instagram.com/Hotelympia), **Twitter** (@Hotelympia) we want to hear from you.

Join in the many conversations in the lead-up to and during the show by including the hashtag **#Hotelympia18**

And remember:

- Visual content is key: include an image or video - Social video generates 1200% more shares than text and images combined!*
- Hotelympia starts now - preview of what you'll be exhibiting at the show - and remember images!
- Include your stand number...
- Post valuable content - visitors won't just be looking for the latest gadget or service. If you've got some advice, top tips or other valuable content, share it with them
- Give your stand a personality - include on-site photos and videos to encourage visitors over to your stand.
- Best practice tips...no politics, no religion, remember you're a brand ambassador



social

*Wordstream 2017



RECAP

- Hotelympia starts now - grasp every opportunity
- The media are actively searching for details on new products and services - tell me, tell them, tell someone!
- Tailor/front end your communications - remember the 'why?' - why will their readers care?
- Submit your press packs to me by March 2nd 2017 to help journalists writing about the show in real time and beyond0
- Harness the wider social audience - use pictures and videos, be on brand and use #hotelympia18 to be part of the conversation



GET IN TOUCH

NICK@JELLYBEANCREATIVE.CO.UK



The image features a dense, textured background of yellow, curly pasta, likely farfalle or similar, filling the entire frame. The pasta pieces are intertwined and create a complex, organic pattern. In the center of this background, the words "THANK YOU!" are written in a large, bold, white, sans-serif font. The text is centered horizontally and vertically, standing out prominently against the yellow background.

THANK YOU!