



Debrief press workshop “Getting the media on your side”

European Obesity Forum, Lisbon
November 26, 2014

Objective

The goal of the workshop was to provide concrete insights in the basics of media relations.

On the one hand, we intended to share successes and failures from other markets, in order to learn from each other. On the other hand, our ambition was to set up a hands-on initiation to the basics of media relations, whilst taking into account country-specific differences. The topics of discussion were identified during the assessment meetings earlier this year (OPEN programmes only).

The workshop was a good example of the strength of the network: strong(er) markets were invited to comment and share in an open discussion, thus providing valuable know-how to weak(er) markets.

After a short, theoretical part, knowledge was turned into practice in a classic elevator pitch exercise. Divided in groups, participants were invited to get a pre-set message across in an improvised elevator setting, as per the example.

Finally, the OPEN PR toolkit was presented – a comprehensive, hands-on guide on the basics of media relations, including an initiation to social media (created in collaboration with Virginie Tarcy). The toolkit features practical insights and templates, as well as a basic Q&A document. The objective of the toolkit is (1) to help guide markets with less experience in PR make their first steps in media communication and (2) to standardize outputs.

Agenda

1. Sharing best practices

Presentation of a greatest win/biggest fail by

- Tina Voulgari, Paideiatrofi
- Ionela Badescu, Prais Foundation
- Maria Joao Gregorio, Maia

Presentation of a successful TV activation by

- Michael Tornaritis, Cyprusnet

Resume on the learnings by Ionela Badescu

2. Initiation to PR

- The importance of media relations
 - The place of PR in the communication flow chart



- The role of the journalist
 - The objective of PR
 - Different media types, different needs: regional versus national media
 - The definition of news
 - What is news for a journalist
 - The dynamic of the editorial office
 - Message development
 - Tools
 - Press release
 - Interview
 - Return-on-Investment
3. Exercise: the elevator pitch
- How to get your message across
4. Presentation OPEN PR toolkit

Cases

Key learnings:

- Importance of multiplying your message over different outlets
- Always include visual material and a quote from an official or expert
- A local celebrity is a great way to attract the audience and interest the media
- Journalist are very busy people: always follow up
- The agenda is key: verify other events on the same date to maximize potential media presence/fall-out

Participants

Foreseen upfront: 33 participants, divided into 5 groups per language competence.

Present in reality: approx. 25 participants, in 4 groups.

Evaluation

An enthusiastic audience that actively participated in the discussion and in the exercise. All 4 groups went above and beyond the guidelines for the exercise, which resulted in genuinely interesting mini-improvisations.

Interesting case study presentations, with interaction from the audience (questions, additional information). As we slightly exceeded the dedicated time for the cases, the rest of the presentation was done rather fast – leaving little time to go into detail or have the audience ask questions at the end (it was also the last workshop of the day so everyone was a bit tired).

Next steps:

- All participants received the OPEN PR toolkit (= main deliverable) on USB, as a clickable document.
- If needed, we can provide additional support to the markets that request so.