**Engaging with the Media at the BIO International Convention**

Media are invited to cover the 2022 BIO International Convention. Keep these tips in mind when working with the media ahead of, during, and after the convention.

**Before Convention**

Does your company or speaker have a newsworthy or interesting story to tell?

* Consider using a press release to share your news with reporters. BIO has created templates as a starting point. Access templates for Company Presentations, program speakers, partnering and sponsorships here (insert link).
* Post your press release on a wire service for broader distribution. There are numerous wire services available with differing costs and distribution levels. Here are some examples:
	+ [PRWeb](https://service.prweb.com/)
	+ [EIN Presswire](https://www.einpresswire.com/)
	+ [Newswire](https://www.newswire.com/)
	+ [eReleases](https://www.ereleases.com/)
	+ [PR Newswire](https://www.prnewswire.com/)
	+ [BusinessWire](https://www.businesswire.com/portal/site/home/),
* Share press release with reporters who have registered to attend. Request the list here.
* Reporters often respond to pitches when there is something new or exclusive to share. Ask yourself:
	+ Is my news timely?
	+ Am I sharing something new?
	+ What will I offer a reporter that they can’t get elsewhere?
* Confirm that your spokesperson:
	+ Is available and ready to speak to a reporter on the topic pitched.
	+ Can speak to the value and impact of what the company/organization is doing.
	+ Knows the company or technology messaging (provide media training if not).

**At Convention**

* **Always consider yourself on the record**. Once you leave your home and go to the airport, you may cross paths with a reporter on their way to San Diego. If you don’t want to see something written about, do not talk about it – even in the cab or coffee line.
* Ahead of an interview, determine what you want to say and identify examples you want to include to **bring your message to life**. Make it easy for the reporter to know what is important.
* **Practice**. Have someone ask you questions so you can get used to an interview format.
* Find a **quiet place** to meet. All registered reporters have access to BIO’s private and semi-private interview space.
* Limit the time for the conversation so there is a **clear end time**.
* **Hit your message** throughout the interview. Weave in examples and stories. Focus on the value and impact of what your company or technology does.
* **If you get a tough question**, be sure to respond to it, but consider using a bridging statement to get back to your message. Examples of bridging statements include:
	+ “The important thing to know is …”
	+ “What your readers/viewers/listeners should know is …”
	+ “The bottom line is …”
	+ “Let’s look at this from another perspective …”
	+ “Well that’s not how we see it. We see it …”
* Remember that your ultimate audience is the reader, viewer, or listener. The **reporter is the way to reach that audience.**
* Keep your attention on the reporter and **remember your nonverbals**. Put away your phone and laptop. Keep good eye contact. Act naturally – if you talk with your hands, talk with your hands. Smile and breathe.
* **Watch the jargon**. Biotechnology has a lot of industry jargon. Think about the audience and what they will understand. If you need to use a jargony word, be sure to define what it means. Think about impact and value.
* Even after the formal questions are over, the interview is not. Until you say good-bye and leave the convention center, you should still act as though you are on the record.
* **The BIO media team will be on site** and available to help if you have questions.

**After Convention**

* If you met with a reporter, follow up with them to see if they need anything else.
* Building reporter relationships is important. Ask them what information they would like to know about moving forward and share updates on an ongoing basis.