



PARIS  
HEALTHCARE  
WEEK

24 > 26 MAI 2016  
PARIS EXPO - PORTE DE VERSAILLES

Dear Exhibitors,

Here are a few practical tips to help you maximise your visibility and enhance your relations with the trade and specialized press.

## **HOW TO COMMUNICATE EFFECTIVELY BEFORE AND DURING THE EVENT**

### **1. Initiate contact between your press or communications department and PRPA press agency by email**

- Your communication department can start sending today all information on products / services and events you organize or in which you participate to PRPA agency and the exhibition communications department.
- The earlier you communicate, the earlier PRPA agency can inform accredited journalists and possibly add them to the exhibition press kit.

### **2. Ask for the list of accredited journalists for the event (non nominative)**

- E-mail your request to the PRPA agency from May 2016.

### **3. The Press Office will be available to you throughout the event**

The PRPA agency will be there to assist you:

- Drop off your press releases and your press kits; a dedicated space will be set aside for them (you are advised to bring them along on the first day of the event, or the day before)
- Display your programme of events on the notice board provided

#### **Tips for effective press release:**

- 2 pages maximum
- A clear, eye-catching headline
- A lead-in statement at the beginning of the press release
- A general description of your company at the end of the press release
- Your company's logo in HD
- HD visuals, if applicable
- The link for press accreditation (required to access the event due to Vigipirate Security Plan):  
<http://www.parishealthcareweek.com/en/press/demande-d-accreditation/>

**French and English versions  
recommended**

## **YOUR CONTACTS :**

#### **Agence PRPA**

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