



## MESA Monthly Member Meeting (4M)

Tuesday 17<sup>th</sup> June 2025

### Raise Your Profile: PR Tips to Stand Out in the Events Industry

Thank you for the E-Book Express Showcase (provided by Richard John, COO of Realise, MESA Member). View in the Community Platform – Trends, Reports, Videos & E-Books (Files / E-Books / 4M's / June 2025) or click on the direct links below:

1. Behind the Mic - <https://mesa.wall.idloom.com/#/filelastversion/3151>
  2. Why Training is Important for Associations - <https://mesa.wall.idloom.com/#/filelastversion/3155>
  3. 43 Event Sponsorship Tactics - <https://mesa.wall.idloom.com/#/filelastversion/3150>
  4. The Sellers and Publishers Report <https://mesa.wall.idloom.com/#/filelastversion/3154>
  5. Morning Routine for Productivity, Health, and Happiness - <https://mesa.wall.idloom.com/#/filelastversion/3153>
- Overview – <https://mesa.wall.idloom.com/#/filelastversion/3152>

Thank you for the NEW section: **The Five-Minute News Brief** from Paul Cook, Storyteller & Creative Producer of Paul Cook Storyteller, MESA Member and Bob Toovey, Founder & Owner of Event Planner News (EPN), MESA Member.

1. Cvent Destinations 2025 Listings
2. [European Accessibility Act](#)
3. [AWS Data Privacy](#)

### Main Topic: Raise Your Profile: PR Tips to Stand Out in the Events Industry

Thank you to our guest speaker **Paul Colston**, Managing Editor at **Mash Media** and to our moderator and interviewer, Richard John, COO of Realise, MESA Member.

**Media Outreach & Communication** - Use multiple channels (events, media, social) to reach wider audiences. Traditional media still plays a valuable role alongside podcasts and social platforms.

**Effective News Pitching** - Craft a strong hook and respond quickly. Target journalists by their expertise; engage on social media. The best times to pitch are mornings for news, afternoons for features.

**Press Release Best Practices** - Keep to one page, include hi-res JPEG image. Tailor tone by audience generation; remain professional and evidence based. Opinions should be thoughtful, not provocative.

**Sustainability Messaging** - Push for bolder conversations in events. Events drive innovation but need careful content vetting and fact-checking.

**Business Etiquette & Thought Leadership** - Be mindful of cultural norms in global interactions. Use white papers and surveys to establish credibility. Experienced PR staff are key for success.

**AI in Journalism** - AI can assist with research and writing but needs human oversight. Concerns raised about AI misuse (e.g., fabricated articles in education).

**Strengthening PR Strategy** - Companies should do more PR: from social to creative event presence. Avoid slang, jargon, and missed deadlines. Embrace storytelling and capitalise on face-to-face networking.

## Top PR Tips for Raising Brand Awareness

### 1. Define your message clearly

Know what you stand for. Create consistent messaging that reflects your brand's values, mission, and expertise.

### 2. Build media relationships

Identify relevant journalists, editors, and influencers in your sector. Connect personally and offer value, not just stories.

### 3. Leverage thought leadership

Contribute guest articles, white papers, or expert commentary. Speak on podcasts, webinars, or panels to position yourself as an authority.

### 4. Ensure every story has a hook

Craft press materials with a compelling headline, a strong angle, and a quotable comment. Journalists need attention-grabbing copy and clear reasons to care.

### 5. Use PR to tell stories, not just announcements

Share human stories—client successes, innovation journeys, or behind-the-scenes insights that emotionally engage your audience.

### 6. Maximise event participation

Speaking, sponsoring, or just attending—events are PR opportunities. Capture content, connect with media, and follow up post-event.

### 7. Make your website press-friendly

Include a media kit, speaker bio, hi-res images, and recent coverage to make it easy for journalists to feature you.

### 8. Time your news strategically

Align press releases and announcements with industry events, seasonal trends, or news cycles for better impact.

### 9. Engage on LinkedIn (and socials)

Modern PR lives on social too. Post regularly on LinkedIn and other platforms to build credibility and amplify your media coverage.

### 10. Be consistent, not occasional

PR is a long game. Build visibility through regular outreach, not just when you have a "big" story. Keep showing up.

### 1. How have you approached media outreach in the past? (Single choice)

14/14 (100%) answered

Directly yourself – via a press release or personal email (6/14) 43%

Through a specialist PR agency (1/14) 7%

Via in-house marketing or PR staff (3/14) 21%

In person, at an event or 1-to-1 meeting (4/14) 29%

### 1. What best describes your current PR strategy? (Single choice)

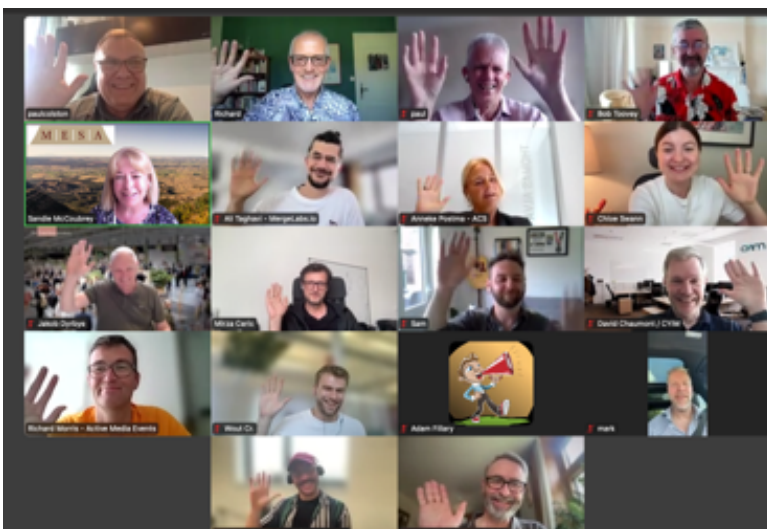
14/14 (100%) answered

We have a clear, proactive PR plan (0/14) 0%

We do PR occasionally, when there's news (4/14) 29%

We rely on word of mouth or networking (6/14) 43%

We don't have a PR strategy right now (4/14) 29%



### NEXT MEETING:

MESA MONTHLY MEMBER MEETINGS (4M's) 1400 GMT / 1500 CET:

Thursday 24<sup>th</sup> July: **SUMMER NETWORKING - MESA'S BIGGEST NETWORKING EVENT EVER!**

[REGISTER NOW!](#)

[Watch Video Teaser](#)

Going to TMS in London?

Meet with us at TMS on Stand F81! [Find out more!](#)

[MESA Events page](#)

[MESA MONTHLY MEMBER MEETINGS \(4M's\)](#)

[Please connect to our LinkedIn page](#)

Thank you, MESA MEMBERS!

**Remember: You are in the MESA Community Platform (Intranet wall)**

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community

**Please post content and connect with each other**