

Press releases: The Do's and Don'ts

By Mary Murphy, Editor of Machinery Update

If you've recently sent Machinery Update a press release and your story wasn't published, ask yourself if you provided editorial with concise up-to-date product, technical and market information of interest to the Machinery Update readership. Here are some tips to help you...



The Do's

- Keep information short, sharp and to the point unless we have requested otherwise. If we need more information we will contact you.
- Tell us what is new or different about the machine or system and include technical information e.g. how it works, why the development is important, speed, user markets, geographical sales markets.
- Send news about new installations and where possible get quotes from the user concerned. Although we know this can be difficult, please name the end user and person (with job title) you are quoting.
- Keep us informed on mergers, acquisitions, joint ventures, agency agreements, personnel changes etc. – but keep it succinct.
- Alert us to ideas and trends but give the editorial team a call to discuss before sending in articles of any length.
- We are interested to learn of new developments at shows worldwide.
- Controversial issues – a phone call to discuss the matter will suffice and when requested your comments will remain confidential.
- News on 'Off the wall' items including charity events and achievements are useful for our diary page.
- Respond to our regular mail and e-shots which highlight forthcoming features. To avoid disappointment please adhere to the copy deadline. If the timescale is a problem give us a ring, we are here to help.
- Give accurate and understandable file names to your press releases and photography e.g. 'Jo Bloggs new 800 vffs Jan 2010', **NOT** 'Launch 800'. Inappropriately or badly named files that are not dated make our job a lot harder and lessen the chance of publication.
- Send your press releases via email as we prefer to receive your files electronically - but make sure in the subject field of your email you include: company name, press release name, and if appropriate the intended section and issue e.g. Jo Bloggs - new 800 vffs - Ready Meals Mar/Apr 2010.

The Don'ts

- Don't submit a story that tells us you have been around for 100 years, have a great product range and are the best thing since sliced bread!
- Don't tell us about the same developments over and over again – once is enough, you will not increase your chances of being published by repetition.
- Don't try and pass off a machine or system as new when it has been around since the year dot. Old news is exactly that and if we don't twig it the reader will - where's the credibility in that?
- Don't provide editorial that doesn't get to the point in the first paragraph. You are lessening your chances of being published if the editorial team has to hunt out the story from somewhere on the second or third page. *If we have to work at finding the news, is it really news?*

NEXT ISSUE: Photos

A picture paints a thousand words, but make sure it's a good one! Our tips on what you should provide with your press release.

Remember Machinery Update is not just about special features it also carries news of all types: machinery developments; installations/applications; components; coding marking labelling; robotics; vision; automation; legislation/regulations; business; market trends. If it impacts on the packaging and processing sector, we want to know about it.

Send your press releases to:-
publishing@ppma.co.uk +44 (0)20 8773 8111
www.machineryupdate.co.uk



Start your Total exhibition marketing NOW!

By Deborah Conneely, Total Processing & Packaging Marketing Manager

FREE Custom Banner Design Service - As soon as you have booked your stand make use of our custom banner design service! We will make you a banner for use on your website, email signatures etc. to promote your presence at the event. Simply email your logo to sarah.gill@reedexpo.co.uk and type 'Total Banner' in the subject line of the email.

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FREE Co-branded registration form - You can find out who wants to visit you at the event if you use our Visitor Registration Form branding service to include your company logo and invitation text at the top of the form. Simply send out an email to your clients/prospects inviting them to visit you at the event with a link to your co-branded registration form. We will let you know in advance who has registered via your form so you can contact them and arrange a meeting at the Show. For details see the Online Exhibitor Manual from February.

FREE Ticket invitations - Mail your customers/prospects an invite to visit you at Total. Available via the Online Exhibitor Manual from March.

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Online Profile (only £275) - A must for every exhibitor as 95% of pre-registered visitors register to attend via the show website. Make sure they can find out about you by building an online profile. For an example go to: www.totalexhibition.com/profile
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Total Processing & Packaging

25-27 May 2010
NEC, Birmingham

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MACHINERY

update

Don't miss out on the following features and advertising opportunities in Machinery Update 2010!

Send your editorials & press releases to Janine Berriedale at publishing@ppma.co.uk. To advertise contact E david.chadd@ppma.co.uk or E bill.lake@ppma.co.uk
T +44 (0)20 8773 8111

March/April

Robotics, Automation & Vision Systems

How far can robotics go in improving efficiencies? What are the next generation of vision/inspection systems capable of 'seeing'? **DEADLINE: 22 February**

Total Processing & Packaging 2010 Show Preview 25-27 Birmingham, NEC

In-depth guide to the UK's most important showcase for packaging and processing machinery and technologies. Let us have news of all your launch products and exhibits. **DEADLINE: 1 March**

May/June

Confectionery & Snacks Focus

Healthy eating is a challenge for the confectionery and snacks sectors which are looking for new processes and packaging that meets these challenges. MU looks at how these issues are driving machinery developments. Please send information about all your new products, systems and installations.

DEADLINE: 12 April

July/August

Sustainability and the Machinery Sector

Companies are now taking a more holistic approach to manufacturing, and the packaging and processing machinery sector is playing its part. We will examine the challenges, and the latest successes and engineering solutions from the sector.

DEADLINE: 7 June