

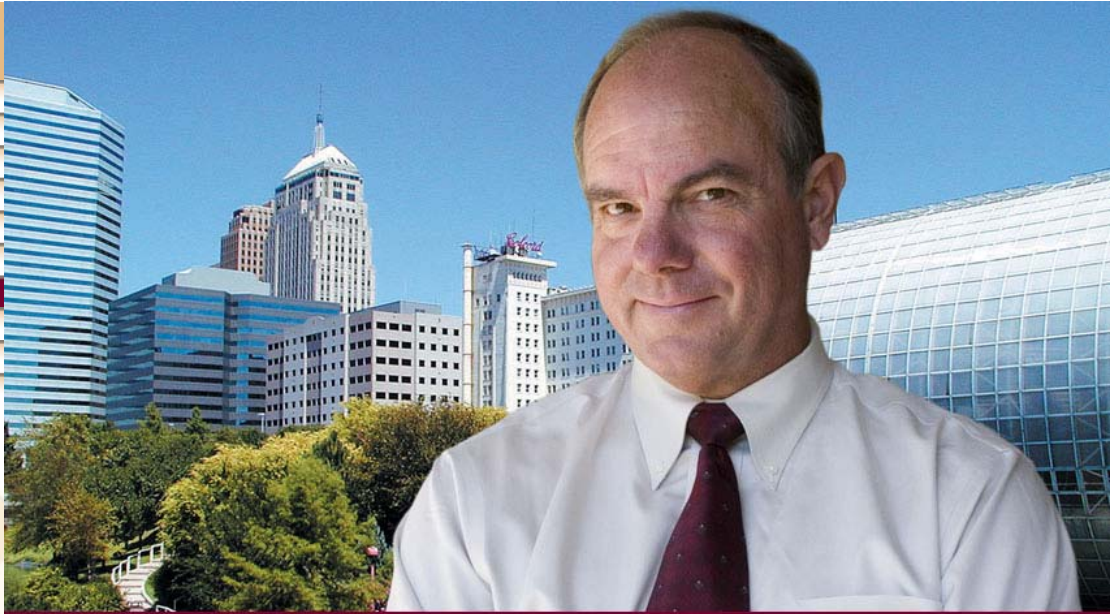
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GALLOWAY WALLACE

Galloway Wallace is a marketing / ad agency with the single purpose of helping equipment manufacturers grow and succeed.

h.wallace@gallowaywallace.com



BUSINESS BUILDING IDEAS (BBIs)

Harold Wallace, president of Galloway Wallace, has learned a lot of great marketing lessons over the years which he'd like to pass on to you. Our BBIs are loaded with valuable ideas and tips to help you build a strong marketing communications program, create a successful trade show booth, and handle a critical press event.

We've divided them into categories to help you zero in on a topic. We add new ones on an on-going basis, so check back often! Click on a topic to view the BBIs for that section.

Trade Shows
Advertising / Marketing



Press Event Do's and Don'ts

PCA (Publications in Construction and Agriculture) recently conducted a really great survey for ASAE (Association of Equipment Manufacturers) in which they asked editors to share their most significant "press event peeves." I found the results to be very helpful and think you will too. Here's a summary...

Lack of Newsworthy Information
 For editors, the most important quality of a press event is its content, and the #1 editor/field peeve in the press event that lacks significance.

This is rare for stand-alone press conferences, but it sometimes happens at larger trade shows when a company decides to have a press function simply because a competitor is (and not because of changes in their own product line or operations) or because they have some other message for the trade press.

Lack of Warning
 Many editors also list "a lack of warning" as a peeve. Short notice creates intense pressure on editors to try to line up an editor for the event and, in the case of a stand-alone press function, it can cause the magazine to divert an experienced writer. Inadvertent timing, by contrast, is only a problem for about one-third of the editor surveyed.

Lack of Structure
 While half of the editors surveyed listed boring presentations as a peeve, this is not a call for companies to use professional presenters and multimedia "buzz" presentations.



Harold Wallace
 President
 Call me anytime 402.633.0848 ext. 100

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