



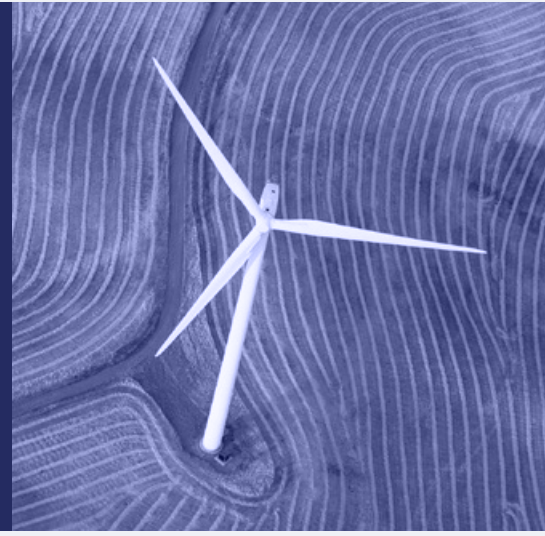
FIVE WAYS TO KEEP YOUR MEDIA RELATIONS TICKING OVER



How do you stay front of mind in the media? The standard way is to issue press releases—but keeping up a steady flow of announcements can be tough when there's not much going on in the business. Here are four types of announcement that you shouldn't forget about—plus a way to stand out even when there is no news.

1. Financial reports

If your business is a listed company then you are probably obliged to issue regular reports by law. For lesser corporate entities, trumpeting new investments is a great way to demonstrate growth and success.

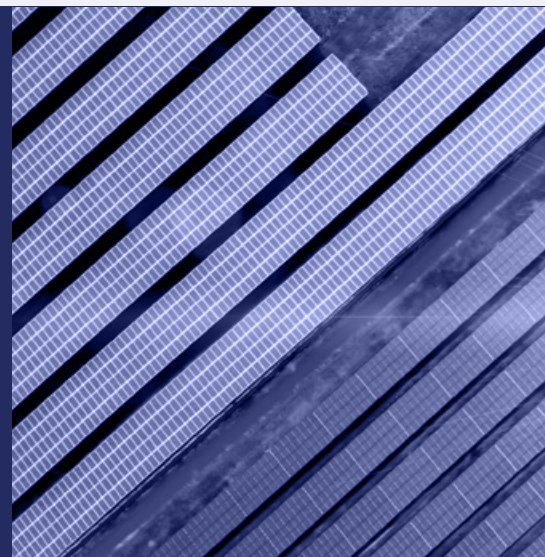


2. Contract wins

Companies are expected to win new business to survive, but that doesn't mean you can't shout about significant contract wins or orders that have an interesting angle—like those opening up new markets, for instance. Remember that every contract win is also a potential case study after a while.

3. Personnel changes

Senior appointments make great news-in-brief fodder for industry publications, and if you are lucky can even give you an excuse to put your newly appointed exec forward for a profile piece. Just beware of awkward questions if your hotly tipped corporate signing leaves the company after a couple of months.



4. Product changes and upgrades

It goes without saying that any significant improvement to your company's product line is worth talking to the press about. In the energy sector, proof-of-concept projects and product roadmaps are often closely watched by investors, analysts and so on.

5. And if you have nothing to say

Publishing a quarterly news roundup that goes out to all your media contacts is a great way of staying in touch with journalists on a regular basis even if nothing is breaking that month. Be sure to include your press contact details and an offer to comment on any features that the journalist is working on.



Get in touch to find out what we can do for your business.

hello@tamarindogroup.com

UK +44 (0)20 7100 1616 | US +1 917 310 3307

