

# The Sources *Hot* Link

Tips and Practical Ideas to Get Positive News Coverage

Number Six, Winter 1998

## Getting the Most out of SOURCES SELECT *Online*

BY GREG ROBERTS

By now, you've probably visited SOURCES SELECT *Online*, our award-winning World Wide Web site, at <http://www.sources.com>. Our fully-indexed and searchable list of over 5,000 expert contacts in over 1,000 companies and organizations is the core of the *Sources* site, but there is much more to SOURCES SELECT *Online* than just the *Sources* Listings. Visit some other parts of SOURCES SELECT *Online*, all accessible from our home page, and use the full power of SOURCES SELECT *Online*.

### Links and Resources

We've assembled a categorized list of links and online resources, usefully annotated, for the journalist or researcher. If you're looking for Internet sites on Media Ethics or Investigative Journalism, or a number of other topics, check this first before you plough through thousands of results from a search on Altavista. If you're doing research on the Internet, this is a valuable resource for media and public relations personnel.

### Embassy Row

Embassy Row is your best source for information on foreign embassies in Canada, and Canadian embassies abroad. When you need quotes or information about a foreign country, or Canada's relations with a country, this frequently updated section will give the names and numbers, and the Internet site if available, of those to contact.

### Fame and Fortune

One of the most popular sections of SOURCES SELECT *Online*, Fame and Fortune, is a complete listing of awards, fellowships and grants available to Canadian journalists and writers. If you're involved in the business of writing in Canada, don't forget to check Fame and Fortune regularly for com-

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## Exhibitors Can Get More Bang For Their Buck

BY BARRY SISKIND

Marketing in the 90s is a sophisticated art form. Companies that can creatively and aggressively use their marketing tools will be the ones to succeed. Although trade shows are one of the oldest marketing tools, they are still misunderstood and worse yet, misused. Shows have become a venue where professional sellers meet professional buyers under one roof and under serious time pressures.

To compete successfully, exhibitors must understand that trade shows are not sales calls. To get the best return on their show investment involves a completely different set of skills, preparation, planning, execution and follow up.

Here are six tips that will increase your next show's level of success:

### 1. Set show objectives

Someone once said there are just two purposes for a trade show: to find new customers or keep the old ones. While this is true, each show you choose can satisfy different objectives. Your exhibiting objectives are unique to your company, and change with each show. They should be thought out well ahead of time. Objectives can include gathering leads, booking sales, creating an image, meeting the media, introducing new products and finding dealers or reps.

### 2. Choose the right show

Whether there is only one show or several that attract your target audience, make sure the show fits in every way. Talk to the show manager about the show, the exhibitors, the attendees, the facilities, the show rules, and show promotion. Make sure that the show you choose satisfies your marketing needs.

### 3. Promote powerfully

Exhibitors typically leave promotion to the show organizer. However, in order to attract as many people as possible to your exhibit, you must develop a plan of your own. This plan should include such pre-show techniques as advertising, invitations, and media releases. At the show, attention to your booth can be enhanced with games, draws, celebrities, and demonstrations. Visitors have too many choices and not enough time to see everything. Make sure they want to see you!

### 4. Create exciting displays

Visitors often complain that shows look "tired." This is because exhibitors show up year after year with the same displays and the same look. Visitors are looking for new and exciting things. After all, this is "show biz." There is a plethora of display systems and attention getters including everything from interactive kiosks and electronic displays to laser lights. Exhibitors who plan their visual displays carefully are the ones who attract the greatest number of people and have the best chance of meeting their show objectives.

### 5. Develop a follow up plan

The real show payoff happens after the booths are dismantled. This is where most exhibitors have failed in the past. A good follow up plan gives you the ability to gather information correctly at the show, get back to the prospect within seven days and keep in touch with them on a regular basis. For the longer term prospects, sending unwanted brochures is a waste of time and money. They will be more receptive to articles, announcements and invitations.

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## Exhibitors Can Get More Bang for Their Buck

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The successful exhibitor knows that exhibiting is not kid's stuff. It is serious business. Shows are a place where you can grow your business to levels you have not even imagined — if you are ready.

Barry Siskind is President of International Training and Management, a training company specializing in exhibitor training and business networking. He is the author of *Making Contact* and *The Successful Exhibitor*. *ITM's* listing is on page 260 of the Winter 1998 edition of *Sources* and on the *Sources World Wide Web* site (<http://www.sources.com>). E-mail [itmc@ican.net](mailto:itmc@ican.net) or call 1-800-358-6079.

## Who's Missing?

Do you know an organization which would benefit from listing with *Sources*? Please contact *Sources* at (416) 964-7799 or by fax at (416) 964-8763 or by E-mail at [sources@sources.com](mailto:sources@sources.com).

## SOURCES HOT LINK

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## Getting the Most Out of SOURCES SELECT Online...

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prehensive information on writing and journalism awards, complete with application dates and details.

### Connexions

Connexions is a fully-indexed resource listing thousands of socially- and environmentally-minded Canadian organizations. If you're looking for different Canadian perspectives on an important issue, Connexions gives you all the contact information you need.

### Parliamentary Names & Numbers

*Parliamentary Names & Numbers* is the ultimate research and reference guide to Canadian politics, with all information available both in print and online. *PNN* is the only section of the *SOURCES SELECT Online* site for which there is a fee — \$55 per year gives you one year's access to *PNN Online* plus two updated print issues annually. *PNN* gives you instant access to up-to-date contact information for the federal and all provincial and territorial govern-



ments in Canada, including Members of Parliament, Senators, Federal and Provincial Ministries, and Federal Agencies and Crown Corporations.

If you're looking for more information on the services we provide, the *Sources* site will help you. We have complete information on subscriptions to our publications, advertising details, and much more.

Finally, don't forget that *SOURCES SELECT Online* is updated weekly with all the latest changes to the *Sources Listings* and other sections. It's never out of date!

Greg Roberts is the Technical Co-ordinator for *Sources* and Editor of *Parliamentary Names and Numbers*.

## Secrets of a worthwhile Preparation

BY PETER URS BENDER

- Rehearse your speech while standing on your feet.
- Learn to, and practise, starting slowly.
- Have a hidden clock.
- Make use of "Reserved" signs.
- Warm up your voice daily.
- Have a written introduction.

- Prepare for your question period.
- File your used speeches for later reference.

Adapted from Peter Urs Bender's best selling book, *Secrets of Power Presentations*. Peter Urs Bender's listing is on page 183 of the Winter 1998 edition of *Sources*.

## Get in Touch with Editors

The Editors' Association of Canada recently released the 1997-1998 EAC Directory of Editors. Anyone requiring the services of a professional editor will benefit from this directory. Over three hundred Canadian editors are listed by region, skills, subject specialties and

media genre. For the first time in its seventeen year history, this directory is available online at <http://www.web.net/eac-acr>. EAC's National Office is located at 35 Spadina Road, Toronto, ON M5R 2S9. You can contact them at (416) 975-1379.

# Keeping Current with Today's Newsletters

## **Canadian Fundraiser**

The Hillborn Group Ltd.  
109 Vanderhoof Ave., Ste. 205,  
Toronto, ON M4G 2H7  
Tel (416) 696-8146  
Published 48 times per year. \$197/year  
ISSN 1183 8957

Toronto-based, but national in scope, *Canadian Fundraiser* specializes in news coverage of the fundraising management community. Besides current events, sponsorships and major donations, this publication tracks happenings of people involved in the non-profit and fundraising communities and provides tips and helpful advice for its readers.

## **PR Perspective**

Canadian Public Relations Society –  
Toronto  
1 Yonge St., Toronto ON M5E 1W7  
Tel (416) 360-1988  
Published Quarterly.

*PR Perspective's* new design is not just for looks; its editorial content has increased substantially. A calendar of events, Web Watch and relevant opinion pieces ensures it meets its mandate: Providing "information and viewpoints related to the public relations profession and the activities of CPRS Toronto." A nice bonus for any CPRS member.

## **Front & Centre**

The Canadian Centre for Philanthropy/  
Centre canadien de philanthropie  
1329 Bay St., 2<sup>nd</sup> Fl.,  
Toronto, ON M5R 2C4

Published six times/year \$59.95  
ISSN 1198-0761

The larger, newspaper format of this newsletter is full of information for the charitable, volunteer community. Ethical investing, arts funding, and software solutions are a few of the features you'll find on the pages of *Front & Centre*. The size of the newsletter allows for larger articles usually seen only in magazines.

## **Raise Your Voice!**

P.O. Box 129, Wolfville, NS B0P 1X0  
Tel (902) 542-2421  
Published six times/year \$24

The current issue of *Raise Your Voice!* is a special theme: Promotional Materials. The information within its pages is valuable to professional public speakers, as well as anyone needing to learn presentation skills. Articles in this issue include audio recordings, newsletters as a promotional tool, and what to include in a promotional package.

## **Words of Mouth!**

Fax (905) 792-9818  
Published 5 times/year \$150

*Words of Mouth!* is a compilation of articles by Canada's leading professional speakers. Time management, teamwork, corporate values, and business writing are just some of the issues and ideas that are covered in this substantial newsletter. A keynote contact list helps readers keep in touch with professional speakers across Canada.

# Going to the Public – Ten public speaking tips

BY AL CZARNECKI

## **Know your key publics and objectives.**

Time is a limited resource. Know whether this opportunity represents value for both you and your audience.

## **Know your audience.**

Talk with two or three people to get a feeling for what matters to THIS audience – their issues, values, level of knowledge.

## **Sketch your talk.**

How will you engage your audience? How will you move across salient points? What is the one message people will come away with?

## **Find good sources.**

Prepare rich background notes and save as short text files. Create a table with columns for filename, author, date, source, keyword, and a short summary. This will save tons of work if you later want to post this on an intranet.

## **Build sound bites.**

Write. Be articulate in less than 100 words (40-60 is best) on every point you want to make. You'll need a core message, supported by clear major points, each supported by relevant details. Your first 20 words are critical.

## **Prototype.**

A ten minute talk is 1600-1800 words. Tape yourself. See what you haven't said. See what can be trimmed. Edit your written text. Recast your outline. Tape again. This is to clarify and focus your thinking.

## **Speak, don't read.**

You don't prepare a talk, you prepare YOURSELF for a talk. The spoken word reveals presence, energy, interest, conviction; these are lost on paper. An outline will keep you on track.

## **Bring a handout.**

In formal situations, a copy of your speech is expected. The media will follow a prepared text and note any departure in content. Speak, but realize you're going on record.

## **Watch for feedback.**

A live audience means real-time feedback. When their attention is rapt, you audience will resemble a still photograph

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## Canadian Journalists' Calendar Rings in the New Year

Those of you listed in *Sources* will have received by now your copy of the 1998 *Canadian Journalists' Calendar*. Produced by *Sources* in co-operation with the Canadian Association of Journalists, the *Calendar* features the best of the CAJ photojournalism caucus' work from the past year. For the new edition, we expanded the *Calendar*

to include even more deadlines and events important to media professionals. Advertising in the *Calendar* is available and ideal for public awareness days, weeks or months. Place your organization in newsrooms coast to coast! For more information, call *Sources* Display Advertising Manager at (416) 964-7799. Happy New Year!

## The Challenges Ahead

We asked journalists using *Sources* their thoughts on the future of journalism in Canada. Here are a few of the most interesting responses.

*What do you think will be the biggest challenge facing Canadian writers and journalists as we enter the next century?*

"Analysis and thinking globally. We have constantly increasing amounts of information coming at us — it should expand our world and encourage us to change paradigms of analysis."

"I can't speak for others, but for me the biggest challenge is time. Time with my family and time on my career — and doing both well — is my highest priority."

"Accessing information intelligently and deciphering between truth and hype; not relying on electronic information and also keeping it up-to-date."

"Maintaining a human perspective in a digital world."

What are some of the challenges facing your organization as you move into the 21<sup>st</sup> century? How are you able to get your message across in a world glutted with information? Drop us a line at *The Sources HotLink* and let us know about successful strategies you'd like to share with others!

Going to the Public...  
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or freeze-frame video. This is what public speaking is all about.

### FAQ.

Frequently Asked Questions — a key part of any public speaking engagement in the question and answer period. Collect questions like hockey cards. Prepare credible, informative, 40-60 word answers for them.

*Al Czarnecki APR is president of Al Czarnecki Communications (416) 261-9828. You can find more resources relating to public relations and social marketing on his World Wide Web site — <http://www.web.net/alcom>.*

## A Step-by-Step Guide to Being a Successful Consultant

REVIEWED BY JEAN COBURN

### From Starting to Marketing... Your Own Consulting Business

by Reg Pirie

Ink Ink Publishing 1997, \$16.95

ISBN 0-9698196-1-7

Anyone interested in increasing public awareness of their company will benefit from the ideas and strategies in *From Starting to Marketing*. Although this book is a practical guide on how to become a successful consultant, readers in many types of business ventures will be able to learn from author Reg Pirie's insights.

Pirie writes about one of the biggest business challenges readers will face: "to maintain and sustain a marketing presence while at the same time completing the work he or she is being paid to do." Pirie has created a step-by-step book for people interested in a long term, entrepreneurial career and those venturing into the world of self-employment.

*From Starting to Marketing* is divided into four theme areas: Focus, organization, research and activity. In the Focus section of the book, you can create goals, plan strategies and concentrate on qualities that set you apart from others. By organizing, you learn to avoid mistakes, set a pace and access goals. Research is the stage when you examine details, information, image and challenges. Activity is when you learn to follow their own guidelines and begin to network.

Through a two-fold plan, Pirie helps readers realize that success is achievable. Marketing and networking play an equal role in accomplishing goals. It takes a balancing act to incorporate both into a business plan, but thinking in

terms of long term planning and maintaining momentum will help entrepreneurs develop strategies and stay in control.

*From Starting to Marketing* shows that networking is a people relationship. Image is the key to successful networking. Image encompasses such facets as telephone manners, letter writing, presentation and promotion. An example of

the types of information in *From Starting to Marketing* is Pirie's suggestion to subscribe to leading periodicals in their field. "Everyone enjoys dealing with a well informed person," he writes.

Marketing yourself involves creativity. It can include anything from becoming involved in service clubs, associations and charitable organizations, or writing articles, guest speaking and attending conventions and trade shows.

Everyone is an expert in a certain area and should take every opportunity to get his or her message across to various groups. Pirie suggests illustrating "your knowledge about topics relating to your business. Getting your name in print is a good way to build awareness about your company."

*From Starting to Marketing* is a great book for independent consultants. It is also a good source of information and means to measure the quality of consultants you may wish to hire. No matter what your needs, Pirie lays down a plan of action that will help you to increase your profile, raise awareness about who you are and improve your public image.

*Reg Pirie is an independent consultant and author. You can find his listing, Ink Ink Publishing, on page 258 in the Winter 1998 issue of Sources.*

