

Destination PR and Communications Standard Operating Procedure – Exhibitions and Trade Shows

Date	19 May 2023
Purpose	This Standard Operating Procedure (SOP) provides guidelines for planning the presence of an organization at travel trade events.
Participants/Scope	<ul style="list-style-type: none">Overseas PR AgenciesRAKTDA Destination PR and Communications Team

Steps	Task/Process	Instructions and considerations
1	Prepare press materials and media kits	In-market PR Agency and RAKTDA PR and Communications PR Agency and RAKTDA PR and Communications team to update and prepare media kits, fact sheets, spokespersons bios and other relevant materials to provide the media with comprehensive information about RAKTDA and its participation at the event.
2	Arrange travel and accommodation	RAKTDA PR and Communications team to coordinate travel logistics for team members attending the event, including transportation, accommodation, and necessary visas if applicable.
3	Develop a schedule of activities	In-market PR Agency to create a detailed schedule of activities, including presentations, announcements, media interviews, panel discussions and meetings with potential partners or clients.
4	Secure speaking opportunities	<ul style="list-style-type: none">PR Agency to advise on speaking opportunities that RAKTDA's spokespersons could participate in, such as panel discussions at the event.If participation is confirmed by RAKTDA PR and Communications team, PR agency to liaise with the moderators and prepare speaker briefing document with information on panellists, topic of discussion and relevant talking points for RAKTDA's spokesperson.
5	Organize media briefings	In-market PR Agency to plan and coordinate media briefings or press releases to share major announcements, product launches, or updates during the event.

6	Event Videography	In-market PR Agency to hire/assign a suitable videographer to produce a 1-minute event video as per the videography guidelines of RAKTDA
7	Coordinate social media efforts	Collaborate with the social media team to create live updates and social media content that promote the organization's presence at the event.
8	Facilitate media interviews	<ul style="list-style-type: none">• In-market PR Agency to arrange and coordinate interviews between spokespersons from RAKTDA and media representatives, ensuring optimal media coverage.• In-market PR Agency Request interview questions from media prior to the interviews.• PR Agency prepare a briefing document for each RAKTDA's spokesperson including their schedule, profiles and background of the media they will be meeting, reach and description of the media outlet/s the journalists are associated with, talking points and interview questions with notes on recommended answers.
9	Document media interactions	In-market PR Agency to keep a record of media interviews, quotes, and interactions for future reference and reporting purposes.