

PARIS RETAIL WEEK

PARIS EXPO
PORTE DE
VERSAILLES
PAVILLION 7.2



24. 25. 26
SEPT 2019

PRACTICAL GUIDE FOR MEDIA RELATIONS

Let's reivent
how we do
business

[#ParisRetailWeek](#)

PARIS RETAIL WEEK

PARIS
RETAIL
WEEK

THE EUROPEAN GLOBAL EVENT FOR RETAIL PROFESSIONALS

- ✓ 600 participating companies
- ✓ 25 000 professionals
- ✓ 1 Start-up village
- ✓ 2 Agoras pitches
- ✓ 20 Innovation tours
- ✓ 1 000 Business Meetings
- ✓ 200 conferences & workshops

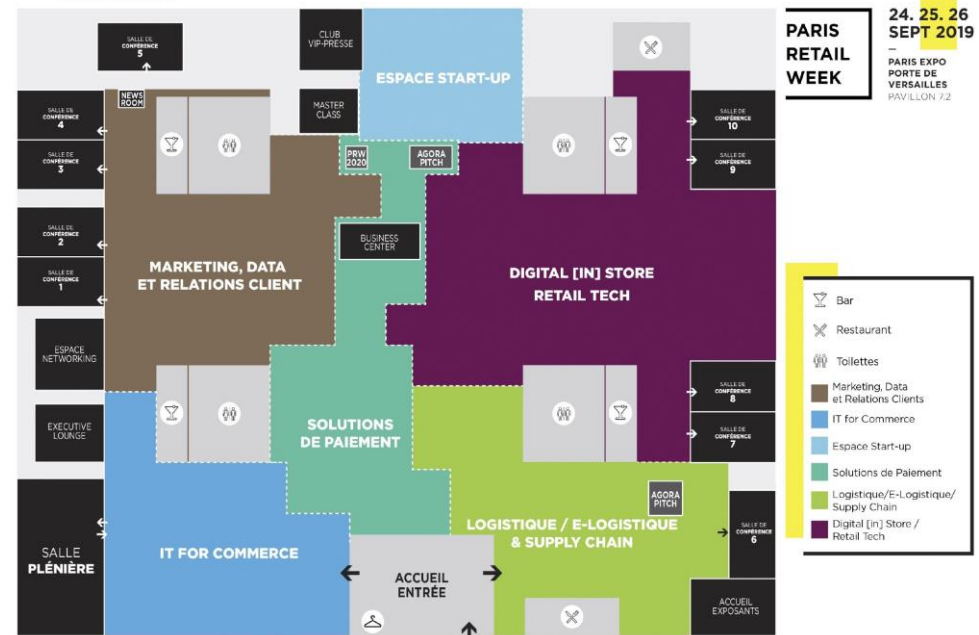
FOR YOU

A great opportunity to communicate thanks to Media Relations.

PARIS RETAIL WEEK IN 2018 :

- ✓ 100 journalists attending
- ✓ 821 articles published
- ✓ + than 60 interviews
- ✓ 2600 contacts with journalists

PLAN DU SALON



#ParisRetailWeek



YOUR CONTACTS

PARIS
RETAIL
WEEK

TO HELP YOU IN YOUR ACTIONS INTENDED FOR JOURNALISTS AND
INFLUENCERS

PRESS OFFICE

AGENCE OXYGEN

+33 (0) 1 41 11 37 70
parisretailweek@oxygen-rp.com

Jessica Djaba

+33 (0)1 41 11 37 93

Angélique de Barros

+33 (0)6 50 78 79 43

ORGANISER

COMEXPOSIUM

Delphine Nainani

Responsable Communication

+33 (0) 1 76 77 14 28

delphine.nainani@comexposium.com

EXPECTED MEDIA PRESENCE

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SPECIALISED MEDIA: trade, e-commerce, distribution, design, architecture, equipment...

SPECIALISED TRADE MEDIA: food & drink, industry, IT, marketing/communication, textile and fashion...

MAINSTREAM MEDIA – CONSUMER, MARKETING AND DISTRIBUTION: media agencies, general news, business media, radio/TV...

BLOGOSPHERE: bloggers and influencers active on social media help publicise the event.

MEDIA-ORIENTED ACTIONS

PARIS
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WEEK

THE PARIS RETAIL WEEK PRESS OFFICE HELPS YOU TO :
Facilitate the contact with the media before and after the event

PRIOR TO THE SHOW:

- Expertise by-lines, news, highlights, timetable, survey and speakers
- Follow-up campaigns targeting journalists

Depending on the thematics, your content will be used in order to illustrate a PRW communication

DURING THE SHOW:

- A team of PR consultants will be available in order to help you improve your interactions with the media attending the show
 - A dedicated press area with appointment zones (Pavilion 7.2)

MEDIA RELATIONS OBJECTIVES:

- Open Paris Retail Week events to journalists and influencers in e-commerce, business, logistics, customer relations, marketing & communications, general-interest...
- Increase the visibility of Paris Retail Week and highlight the exhibitors



TIMETABLE FOR MEDIA RELATIONS ACTIVITIES

PARIS
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APRIL 2019

- Press release announcing the PRW event 2018 and presentation of the mentors

MAY 2019

- Interviews with journalists
- Paris Retail Tours

JUNE 2019

- Launch conference
- Shopper Observer Havas Paris/Paris Retail Week
- Interviews with journalists

JULY 2019

- Press release on the Paris Retail Awards finalists
- Retail / e-commerce trends
- Interviews with journalists

AUGUST 2019

- Interviews with journalists

SEPTEMBER 2019

- Paris Retail Tours
- Trends and start-ups
- Audiovisual communication
- Focus communication exhibitors and announcements of the day
- Paris Retail Awards Winners + Rookie
- Review of the edition and 2020 trends
- Interviews with journalists

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A/ OUR PRESS RELEASES COVERAGE

The Event Communication Service offers you the opportunity to upload your press releases on www.parisretailweek.com, in the «Press / Exhibitor News» section. In this space, journalists will be able to download information about you.

▪ How?

Send your press releases in PDF format + logos HD to Oxygen – parisretailweek@oxygen-rp.com

▪ When?

Starting now and until the show opens.

Tip : do not forget to mention your stand number and a press contact.

B/ PROMOTE YOUR INNOVATIONS AND NEW PRODUCTS

▪ How?

Fill in the form herebelow in order to declare your new products. We will be able to highlight them to the media when opportunity will occur.

The products which will be completed will be on line on the event's website. (Two new products max)

<https://bit.ly/2uKOKxl>

Alert the press office of the launch of your news products by email:

parisretailweek@oxygen-rp.com

▪ When?

Starting now and until the show opens

C/ PRESS OFFICE DURING THE SHOW

To deliver your press kit and press releases to the attending journalists, we invite you to leave them in the Press service located in the Pavilion 7.2 (20 copies on the first day to be refilled the following days / 40 maximum).

WE RELAY YOUR INFORMATIONS

PARIS
RETAIL
WEEK

➔ SHOWCASES YOUR CONFERENCE AND ACTIVITIES

How?

To promote your events during the show (conferences, activities and so on), you can notify the Press Office (by email or directly on site during the show). The team will display a timetable of the different events for journalists every day.

When ?

By mail - **before Septembre 1, 2019**
On site - every day during the show.

➔ A VENUE TO HOST YOUR OWN INTERVIEWS

How ?

If necessary, the Press Office can provide you with a dedicated interview area.

When ?

At the Press Office on Paris Retail Week – every day during the show.

➔ PROMOTION : JOIN OUR COMMUNITY

Share and inform the community **#ParisRetailWeek** about your:

- Innovations
- Statements
- Latest news

Suscribe to our [Facebook](#), [twitter](#) and [LinkedIn](#) accounts. **@PRWOfficial**



WHAT ARE MEDIA RELATIONS ?

OBJECTIVES



A venue to host your own interviews



Promote your image among opinion leaders



Respond effectively to unplanned actions



Empower the workforce



Obtain an objective comparison

JOURNALISTS / INFLUENCERS EXPECTATIONS



New product



Turnkey subjects



Educational info



Exclusives



— THANK YOU
For your attention

www.parisretailweek.com

