

## **Press Release and Media Outreach**

Following are some consideration in reaching out to the media as well as a sample press release and pitch letter to send to news media if you conduct a seminar or other program on doing business in China.

### **Press Release**

In the press release, you will need to tailor the information, adding in relevant, local details specific to your seminar, clients, and location. You will also need to determine if you are extending an invitation to attend in the release, or if you wish guests to be by invitation only.

The press release could also be sent to clients to alert them to the seminar, as well as give you another opportunity to tout your expertise throughout the world.

Other information you might include: some of your experiences from the Beijing conference, past experience in Chinese-related business, current clients doing business in China, local stats on Chinese relations and business growth, and firm history.

### **Pitch Letter**

The pitch letter is a personal letter addressed to a news editor or a reporter that accompanies the press release. Its purpose is to get the reporter's attention and get him or her interested in writing about the seminar, or your firm as an expert on the broader issue of Chinese business developments.

The pitch letter can include more specific details about what you learned at the conference, the interest that has been shown by your clients in doing business in China, and any aspects of China business relative to your location. The more specific details you can provide, the better your chance of getting the reporter's interest and having a full news story establishing your firm as an expert in China business.

Remember to follow up with the reporter with a phone call. You can also follow up after the event asking them if they would like any further information, and recount interesting comments and discussion that came up during the seminar.

Possible topics to include in the pitch letter:

- Who you met in China
- Presentations of particular interest to your region
- Number of clients who have shown interest in doing business with and in China
- Any local statistics about trade with China
- Themes and anecdotes from your firm's experience in China business dealings
- Changes in China policy and regulations such as new tax codes and intellectual property developments

### **Considerations:**

- If your newspaper has a calendar section, you could also include the seminar there
- If you want to make the seminar open to the public, or by invitation only
- If you do invite a reporter to attend the seminar, it could cause attendees to not be as forthcoming in discussions

(Firm Letterhead)

For Immediate Release

Media Contact:

Name

Phone:

Email:

## **Local Firm Hosts China Seminar**

### **Seminar to Discuss How to Capitalize on World's Fastest Growing Economy**

St. Petersburg, FL, May 23 (Insert date and your city) – In light of the rise of China in the international marketplace, the (law or accounting) firm (insert firm name) will be hosting a seminar on doing business in China on June 12. Partners from the firm recently returned from a conference in Beijing dedicated to learning the details of doing business in China.

The seminar will focus on the opportunities that exist for businesses and some of the issues surrounding China trade including the legal aspects of setting up corporations, intellectual property issues, trade policy, new tax implications and government regulations.

“The China market has huge potential and many pitfalls for (US, South American, European) companies,” said John Taylor, a partner at (firm name) who recently returned from an international business conference in Beijing. “It is critical to understand how China will affect your company and to be aware of implications in conducting business in this fast-growing, foreign environment.”

Trade with China is expected to grow by XXX over the next year, estimates (insert statistic on country, regional or state trade with China and source of statistic.)

The seminar (insert seminar name) will include presentations on China, a question and answer forum, and lunch. Call Becky Smith at 888-123-4567 to register. The seminar will be from 12 noon to 1:30 at the Courtney Business Center located at 123 Courtney Drive.

Not only did the firm gain valuable insight into conducting business on the ground in China, it has relationships with trusted law and accounting firms in China, as well as 150 other firms in countries throughout the world as part of the (TAGLaw or TIAG) network.

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## Pitch Letter

Dear XX Journalist,

We just got back from a excellent conference in Beijing where we met with lawyers and accountants in our (TAGLaw or TIAG) network from 40 countries across the world to discuss business in China.

Of particular interest were the presentations on ...

As you know, China is becoming more and more a part of everyday business here; several companies, including two of our local clients, have set up operations in China and others are looking to establish a China presence.

To help other companies in our area seeking information on the implications for doing business in and with China, and to generate some discussion on the topic of best practices and common pitfalls, we will host a seminar June 12 from 12 noon to 1:30 at the Courtney Business Center at 123 Courtney Drive.

We would be delighted if you could attend and hope you might be interested in covering how local business are making plans for business in China and how China affects our local economy.

Please let me know of your interest in attending the seminar and covering the issue.

Best Regards,

Your Name