



## PRESS TOUR

Package  
**VIP**

**Client:**

- Exhibitor of the Congress
- Buyer-investor of the Congress
- Online buyer participant of the Congress

~~2 390,00€~~  
**2 000€**

**Goal of PR work:**

Informing about the client's project, creating brand awareness among target audiences of congressional buyers. Increase customer site attendance, requests for participation and registration. Increasing media coverage and promoting speakers as experts in the field of profitable investments. Formation of trust and positive reputation, increasing the popularity of the topic of investing in various niches of profitable investments. The offer is formed in equal parts during the year.

## We offer:

### STAGE 1

- Selection of seven major information partners of the Congress, arrangements with them and coordination of information support (texts, modules are included in the cost)
- Preparation of a press package: writing the biography of the main speaker and those who are ready to cover (up to 2500 signs), description of the event for the press (up to 3000 characters), writing an announcement of the event (up to 2000 characters).
- Writing and distribution of a press release on the database of 1500 e-mail addresses (media and journalists).
- Placement of two releases on news aggregators and online media (at least 15 materials in total annually with an active link to the event website)
- Organization of 4 client publications on the Internet (comment on the topic, analytics, interviews, column)

**Result:** conclusion of information partnership agreements with at least seven specialized information partners, at least 20 online publications, informing at least 100 journalists about the client

The COST: **1 900,00 €**  
Terms of work: 12 months.

### STAGE 2

*Accompanying the participation of the speaker-client in the open webinar of the Congress:*

**Organization of promotional advertising**

- Development of advertising announcement and video about the speaker of the webinar, cost estimates, installation and adjustment of promotional materials with the client;
- Collection of applications from viewers for the webinar, selection of at least 300 applications for viewing the webinar in real time, at least 500 views;
- Preparation of a gift package and promotions for webinar viewers;
- Support in the formation of the client base after the webinar;
- Formation of the final report on the webinar results from the press tour, distribution of the press release on the webinar results, preparation of news to the client's site and social networks.

**Result:** a webinar with at least 500 viewers

The COST: **490,00 €**  
Terms of work: 12 months.