Overview on Marketing and PR activity

Mariangela Giuliani, Marketing Manager
EZONE

WELCOME TO DSEI 2015

- LAND + NAVAL + AIR + SECURITY + UNMANNED + MEDICAL

REGISTER NOW  BOOK A STAND

Conference Programme
- Take part in dedicated seminar & briefing programmes

Who Exhibit
- Unmissed business opportunities with over 32,000 attendees

Visiting
- Meet 1,000 exhibitors over four productive days

Book a Stand
- Contact the sales team to find out about opportunities available

www.DSEI.co.uk
Login

To access EZONE, please use the login details that have been sent to you. If you have not received these, please contact the Marketing Team at Marketing@dsei.co.uk.

- Username: DSEI2015
- Password: ********

Submit
Compliance Form

DSEI Compliance Form

Before you can access EZONE you will need to complete the following compliance form.

Please confirm your details below and click next.

* Title
* First Name
* Last name
* Email Address
* Job Title
* Company Name
* Address
  - Town/City
  - County
* Postcode
  - Country: UNITED KINGDOM
  - Phone Number
  - Fax Number

Next >>
Products & Services

Clarion Events

To ensure maximum exposure on the website and in the Event Guide, please choose the product categories which best suit your organisation. This will allow visitors to locate your entry on the website and in the Event Guide more easily. Please note, you can edit your product categories up to 7th August by returning to Your Exhibitor Profile.

- Academic
- Accommodation
- Acoustics
- Actuators
- Aerospace
- Air Ambulance, EMS & Medevac
- Air Conditioning, Heating & HVAC
- Air Field Repair Equipment
- Air Handling Units
- Aircraft Components/Instruments
- Aircraft Manufacturers
- Aluminium Materials
- Ammunition
- Ammunition Craft
- Antennas, Mast & Towers
- Anti Submarine Warfare Capabilities
- Anti Terrorism
- Anti Vibration & Shock Mountings
- Armour Systems & Material
- Armoured Vehicles
- Artificial Intelligence
- Artillery
- Assaults
- Audio & Communication Systems

Important Deadlines:
- Friday 11th June 2016 (Deadline Day 1)
- Friday 10th July 2015 (Deadline Day 2)
- Friday 7th August 2015 (Deadline Day 3)

EZONE HOME PAGE

IMPORTANT INFORMATION
- PLANNING YOUR STAND
- VENUE INFORMATION
- VIEW FLOORPLAN
- YOUR EXHIBITOR PROFILE
- DSEI DIARY
- REGISTER NOW
- VIP DELEGATIONS
- MEET THE SUPPLY CHAIN
Important Information
Venue Information
Floorplan
Your Exhibitor Profile
Register now
Exhibitor Registration
VIP Delegations
Meet the Supply Chain
Conferences & Seminars
PR & Marketing
PR & Marketing

FREE Invite Your Customers
FREE DSEI Diary
FREE PR Opportunities
FREE Send an e-invite to your Customers
DSEI Branding and official logo
DSEI Official Publications and Show Daily
Sponsorship Opportunities
Lead Capture and Analysis
Off-Site and Customer Events
Exhibitor Open Day
Filming, Photography and Video Walls
Dining Room Reservations
Media Coverage

To find out more about marketing options call +44 (0)20 7384 7796 today or email Scarlett.Evans@clarionevents.com
Dear Industry Colleague,

You are invited to attend DSEI at ExCel, London where Clarion Events will be exhibiting at booth Sales Office.
The event takes place 15-18 September 2015.

Register using the guest code CL150886 before 31 August 2015 for a discounted rate.

REGISTER NOW
PR & Marketing

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Branding Guidelines

DSEI 2015
Branding guidelines

USE OF DSEI 2015 GENERIC LOGO

DSEI PURPLE
HEX = #2110B3
CMYK = 40 95 100 0
PMG = 2%

DSEI ORANGE
HEX = #7E4010
CMYK = 0 100 50 80
PMG = 3%

HEADLINE AND HIGHLIGHT FONTS

HEADLINE TEXT - DSEI PURLPE ON WHITE OR IN REVERSE WHITE ON DSEI PURPLE

ABDEFGHIJKLMNOPQRSTUVWXYZ!@%^&*
abedefghijklmnopqrstuvwxyz!@%^&*
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Free PR service to maximise your investment in DSEI

Presentation by Nick Johnstone
CMS Strategic
Purpose of the PR Programme

• Motivate buyers and end-users from legitimate nations and international organisations around the world to attend the show
• Inform them in advance of what exhibitors will be showing
• Keep spreading awareness of DSEI as the premier defence & security event
The CMS team

Georgia Langdon

Marc Holloran

John Hony

Nick Johnstone
Global coverage for DSEI 2013

- Featured in more than **5,200** print and online media
- **60%** increase on 2011
- Coverage in **80** different countries – established and emerging markets
- **426** journalists & broadcasters attended the show
- **109** from overseas
- **21** TV channels / programmes
How we can help you

• Global media database developed over 4 editions of the show and constantly updated
• Press releases
• Feature articles
• E-news blasts
• Media briefings
• Pointing individual journalists in your direction
• Details of registered media happy to have contact details known
• DSEI Media Centre
However . . .
What the media are looking for
News not snooze

- (Genuinely) new products / technologies / services
- Significant upgrades
- New programmes / high profile customers
- Crossover from adjacent industry
- Solutions relating to topical issues
Hooking the journalist

Everlasting ration packs launched at DSEI

- New packaging technology keeps food fresh indefinitely under any temperature conditions
- Reduced wastage means big savings
- Highly portable, designed for SF
- SME leads in innovation
Getting your news to us

• From now on please submit your news and pics via the your Exhibitor Profile on the DSEI website EZONE
• CMS will include it in press releases, feature articles and media briefings as appropriate
• It’s never too soon to start!
Bringing the media to the show

• 24 month programme of information / motivation
• Pre-show media reception
• ‘What’s New’ guide
• Individual engagement with key media to help plan their visit:
  – Defence and Security
  – Electronics / IT / motor sport / medical / engineering / etc
  – TV
  – National Press
Bringing the media to the show

• Invitations issued by CMS to global database
• If you know of a journalist who wants to be accredited tell them to apply via the DSEI website
• All applications for media accreditation carefully screened – only journalists / reporters / commentators with genuine defence & security credentials approved
Media Centre facilities

Sponsored by

- Exclusively for journalists and PRs
- Exhibitors will be issued with a pass to the Centre upper level
- WiFi + computer terminals + laptop plug-in points
- Media briefing rooms
- Manned by CMS media relations team at all times during show hours
- Dedicated media phone line
- Noticeboard promoting exhibitor media briefings
- Daily morning media briefings by DSEI spokesman
Presspacks go digital

• All visiting journalists will be given a USB stick with exhibitor news and pictures, prepared by CMS
• They will also be able to access exhibitor news through the DSEI website
• We will not be accepting press packs in the Media Centre, please submit your company’s onsite DSEI press release to EZONE
• Please label this clearly i.e. [company name] onsite press release + headline of release.
• Deadline is: **Monday 7 September 17:00hrs.**
The effective presspack

• Presspack content:
  – Your news story + pics
  – Brief company background
  – Stand number
  – Who to contact for media information

• For stories breaking during DSEI, please upload to EZONE and this will be featured in the ‘latest news’ section for media
DSEI show daily

• Published by IHS Jane’s
• Important medium with a high take up level
• Show Daily office located on the Boulevard
• Give them a brief news story + high resolution pictures
• Send them stories before the show begins
Minimising negative publicity

- Ongoing issues management PR programme
- Lines to take
- Make sure your company adheres to DSEI’s compliance policy to the letter
- Any protestor activity – don’t react to provocation, brief your staff
CMS Strategic

Email us at DSEI@cmsstrategic.com
Have a great DSEI!!!