



# **SUMMER SCIENCE EXHIBITION PREPARATION AND TIPS FOR MEDIA**

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# ABOUT ME



Journalist



MBA



Newspapers



Magazines



TV



Radio



# MY COMPANY



**29** Offices



Over **550** People



Employee Owned



**FULL NAME**  
**JOB TITLE**



**PROJECT  
DETAILS**

**M: 079 3333 0000**  
**O: 020 3333 0000**  
**E: NAME@COMPANY.COM**  
**W: COMPANY.COM**

Brief Intro

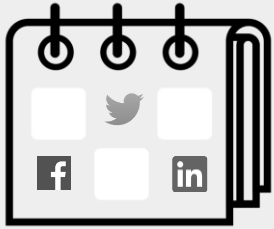
**FULL NAME**  
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Following up



Social Media

Google

Chris Lewis



Search Results



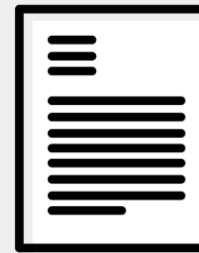
Hashtags



Press Handouts



Digital Material



Key Messages



“An eight word sentence  
is easy to understand.”



Smile

There are no dumb questions

Engage



**P**

**Prepare & plan**, know your audience, what makes news and your message

**R**

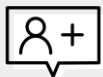
**Review & rehearse**, especially for broadcast, remember 90% of the message is visual

**E**

**Empathise & entertain**, don't forget to smile, treat all mics as live, nothing is OTR

**S**

**Simplify & summarise**, an eight word sentence is easy to understand, soundbites are five seconds long

**S**

**Social media**, prepare it in advance, follow relevant science journalists

**Any questions then please contact me:**

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**Chris Lewis**  
CEO/Grand Enchilada

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