OFC

The future of optical networking and communications is here.

Sample Media Strategy

To: XYZ Optical Networks Management

From: Jane Smith, PR & marketing director

Re: XYZ OFC Strategy

Date: 06 January 2020

Objective

OFC 2020 represents a key sales and marketing event for XYZ Networks. With a significant number of potential customers with buying power in attendance, the XYZ PR team has developed a media strategy to raise awareness for the company and its new optical components portfolio.

Announcement

XYZ will be announcing its new optical components portfolio designed for metro and access applications. The new product line features significant performance increases, added efficiency and offers the most cost-effective solution for metro and access applications.

Announcement Strategy

We recommend announcing XYZ's new product line on Monday, 9 March. That way, the news will be announced during OFC, but prior to the opening of the exhibit hall. The new product announcement will help elevate XYZ above the general show noise, drive traffic to the booth and position the company for online coverage hitting the first day of the show. We also recommend issuing a media alert highlighting an in-booth demo of the new product line.

PR Activities

PR activities at the show will revolve around the announcement. The XYZ PR team has already taken advantage of many of the free publicity opportunities that OFC provides for exhibiting companies. The company has submitted a brief on the new product suite to *OFC's First News*, which will be disseminated to all OFC media and analysts prior to the show. We have also begun to submit XYZ news releases to be archived on the OFC show site. Upon completion of the new white paper, we will post the white paper on the OFC site in advance of the show.

Upon receiving the OFC media list, we will set up meetings with top-tier media and analysts to brief them on the company and related news.

We will target media and analysts at the following publications/analyst firms for on-site briefings: *Lightwave*, *Light Reading*, *LightCounting*, Ovum and more.