

PREPARE FOR **RSA CONFERENCE**

with
W2 | W2Communications

RSA IS RIGHT AROUND THE CORNER

This is our annual reminder that for us to be successful and minimize stress, **we need to be planning now**

MEDIA **TIMING**

This one is always tricky. It feels like we have plenty of time. **We don't.** If we aren't working already on the RSA plan, we are behind.

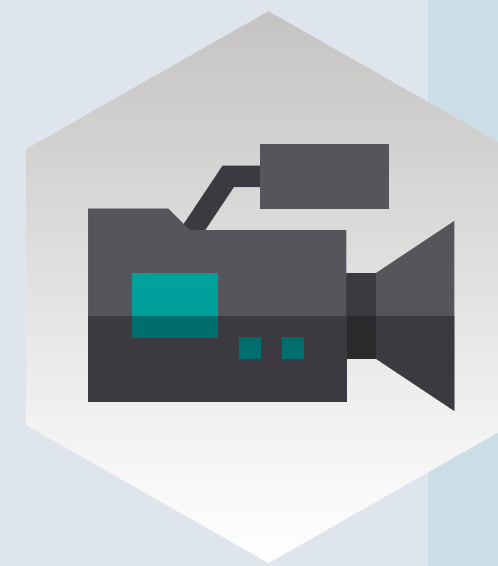
By mid-January, we will start hearing from reporters that they are already being pitched for meetings and fully expect many to lock their calendars by early February -- and are mainly focusing on breaking news starting three weeks out.

BEYOND THE MEDIA



PODCASTS

Our team will be **on-site recording podcast interviews** with media and analysts, offering clients opportunities to schedule recordings for their own content strategies.



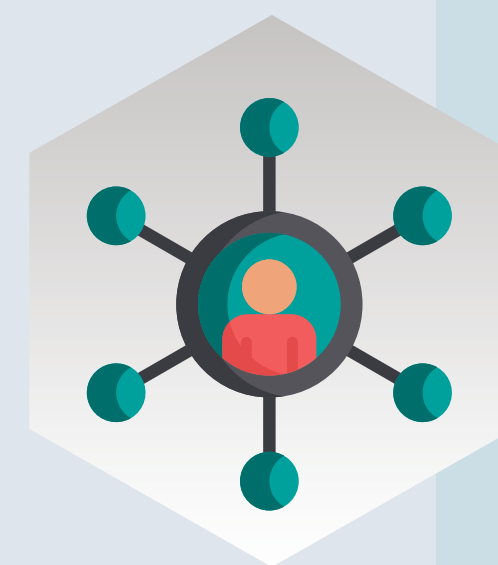
PHOTOGRAPHY & VIDEO

Our firm has the advantage of an **in-house creative team** with full-fledged photography and video capabilities. This team will be roaming the halls of RSA conducting interviews and taping b-roll for our marketing group.



EVENTS

Everyone talks about the cost and competition of putting on an event, but last year our own **CYBERTACOS** networking meet-up drew more than 300 attendees, including top-tier media and analysts, costing our sponsors less than \$3,000 each.



SOCIAL MEDIA

For many clients, social continues to be an underutilized asset, particularly during RSA. Our social team is doing great work **building relationships**, engaging influencers and helping build brands.

**STAND OUT
FROM THE
CROWD**

WHAT **MEDIA** WANT

- ✓ Reporters want hard facts that impact and inform business decisions most important to their audiences
- ✓ Reporters also want to speak with insightful experts – not necessarily vendors, which is an important distinction
- ✓ Lead with executives and researchers having strong opinions around firsthand experiences - as opposed to touting vendor value prop, first

