

NEWSWORTHY CONTENT

mobility
management



PEOPLE

Always give the media a heads up if you have any major **staffing changes**, especially if it is a change in CEO, President, clinician or ATP.

If an employee or manager **wins an award**, accomplishes a great feat or happens upon an **industry-changing breakthrough**, tell people.

Any time your company **partners with an organization, industry business or customer**, create a way to tell others about the new collaboration.



EVENTS

Send out a press release and include photos of **company retreats, charity events** and **partnerships with industry organizations**.

Alert the media through press releases or social media if your company will be in attendance at an **industry trade show**.
Make appointments with journalists.

Invite writers from newspapers and industry trade magazines to be present at **product launch presentations or parties**.

Great content can **generate awareness** for your brand as well as **promote products, events and accomplishments** while allowing you to **control public perception**.



PRODUCTS

When your company is **introducing a new product** to the market, drum up awareness by sending photos, data sheets and press releases to the media.

Inform newspapers, industry magazines and consumers of **product upgrades** by marketing the specifics of the new features in press releases.

If a new product has become **approved by the FDA**, or specific **funding options** are available, let customers and clinicians know by sending information to industry press.



PLACES

Are you **moving office spaces or opening a new factory**? Let the industry know by sending out a press release.