



NAFB Trade Talk Pro Tips for AIC Members

- ⇒ *Most important earned media event of the year in agriculture*
- ⇒ *The best relationships from Trade Talk are nurtured year-round*
- ⇒ *The best way to succeed is to ensure the broadcasters and experts connect*

Before:

- You can connect with broadcasters in the weeks prior to Trade Talk. However, be aware they will probably not set up an exact time to meet for an interview. Set up an estimated time or just keep it flexible.
- Make sure your subject matter experts are prepped with talking points and they have rehearsed them with your team, even if they are of a high rank within your organization.
- Broadcasters are open to accepting printed talking points or more information in person, so prepare and pack your promotion materials accordingly.
- Feel free to prepare your booth with broadcasters in mind (chairs, water, treats, mints, and other fun items) to thank them for their time in your booth.
- Visit and network Wednesday night of convention at the Westin Lobby bar. This is a great opportunity to make new connections for the next day.
- Plan to stay as long as you can at convention, even an extra night. Time spent is remembered by broadcasters and recognized in relationships within NAFB and beyond.

During:

- Know that broadcasters have (most likely) mapped out their day and will get to you when they can. You will know when they are ready to interact or start recording their interview.
- Invite broadcasters to come and sit down or offer them a water.
- Be respectful of unneeded noise while broadcasters are recording interviews.
- Avoid poaching broadcasters from nearby booths before conversations are completed.
- Know that it is a great time to chat, but avoid taking time away from broadcasters for sales or networking that can be completed other times during the week.
- If you don't have time to complete an interview, ask for a card from the broadcaster or provide one to them for a follow up. This is a great way to start new relationships as well.
- Keep a list of all the interviews that are conducted in your booth. Ask what broadcaster and network so you can follow up on the content.
- Avoid tearing down your booth early - it can disrupt interviews with extra noise or might keep you from doing important last-minute interviews. It's also not a good look for you.

After:

- Follow up with the broadcaster on how the interview was used. Potential reach is often hard to calculate for some networks. Instead, ask if a link is available.
- Broadcasters enjoy when you contact them outside of NAFB. Whether it is touching base on a relationship, a head's up on some company technology or even calling about recent news adjacent to your business is a great relationship-building opportunity.