

How to generate impact via  
the media ?

FOT-Net. How to develop a FOT?

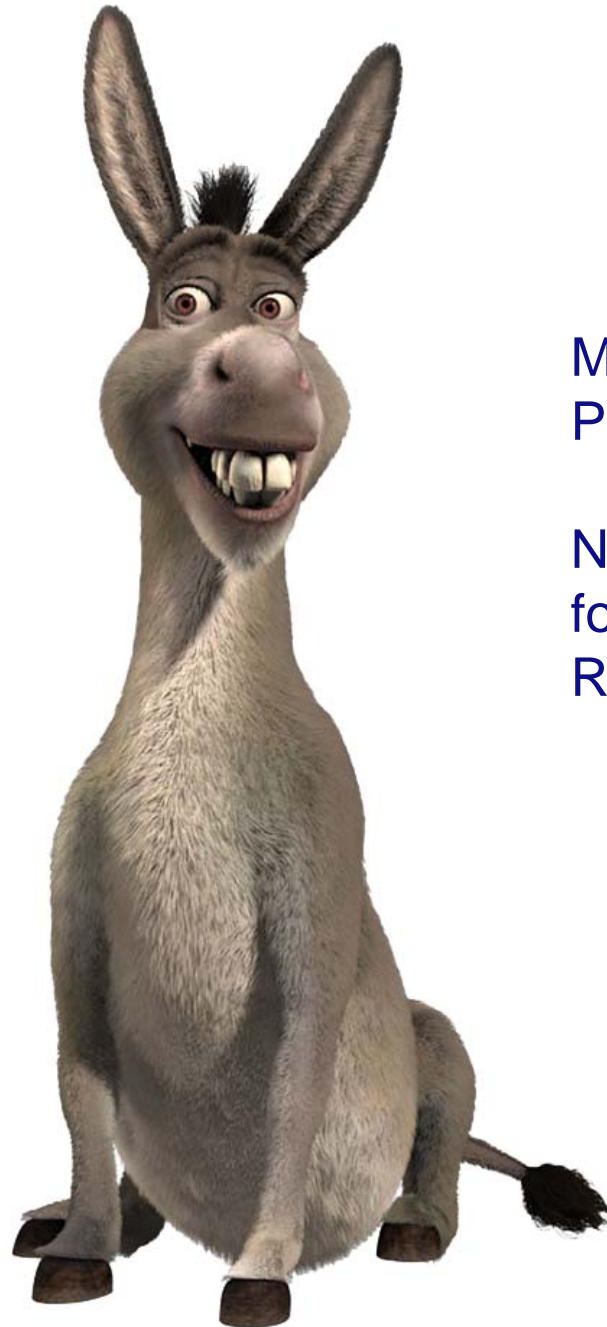
**TNO | Knowledge for business**



FOT-Net. How to develop a FOT?



# Introduction



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# Mission for this 16<sup>th</sup> October

- A FOT-project and how to organize this in a way that will most likely satisfy partners, stakeholders, press and public.
- Focus on the final stage here
- How can communication help you with that?
- 20% of the image people have is based on what they recently saw, heard or read in the media.
- Get YOUR message across



# Getting YOUR message across

- Start at the very beginning:  
accept and share importance of communication.
- Show result and prove impact
- Seeing is believing
- Sharing is bonding
- What better moment than a FOT for getting message across ?

# Target groups

- Internal
- External
- In- and external
- How do we attract attention ?
- Which factors make news “NEWS”?

# News Factors

- Current / topical      It just happened
- Out of the ordinary      Changes in familiar patterns attract attention
- Ongoing interest      Adding opinion or facts to subjects already in news
- Authority      Authority adds weight to message and attracts audience
- Close to home      Local news and personal subject
- First      Knowing things before another
- Conflict      A good fight draws an audience
- Size      Size matters
- (Audio)visual      A picture tells a 1000 words



# Internal groups

To lure these target groups: content and pleasure / feel good

- Congress / symposium with good program (*ongoing interest*)
- Must-see / controversial speakers (*current, conflict*)
- Hot-shot speaker (*EU-commissioner, minister bringing budget and/or commitment ?*) (*Authority*).
- MOU, LOI, contracts (*current*)
- Plenty of time for experience (*audiovisual*)
- Impressive venue (*size*)
- Spoil them
- Photo opportunity hot shot (*audiovisual*)

Hot  
Shot

Hot  
Shot

# News Factors – external target groups

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# External groups, especially press as intermediary

Focus on what moves and entertains them and their readers / viewers (*pleasure and content*)

- issues like road safety, congestion and fuel economy (*ongoing interest, close to home*)
- in a new way (*out of the ordinary, new*).
- Let a person with authority give credibility (*hot shot*)
- Visualize. With real cars and systems or animations.

The  
News

The  
News

# Media are a special kind

- Deadlines of the (local)media are sacred but vary
  - choose good time
- Good venue (*attractive and easy*)
- Distribute audio visual material (*DVD, www*)
- Start plugging media early, tell them what to expect.
- Media full of 'self-respect'
- Time x 2 + some more
- Media are more than a hand full

## In short

- Preparation and creative thinking must start long ahead
- Communication costs money and time. Budget.
- Give all parties the time and attention they want and need:  
always more than you think
- Think visual
- All has been done before. Use it !



# Thank you

