

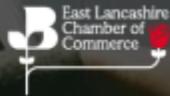


**CHAMBER
LOW CARBON**

HELPING BUSINESSES GO GREEN

Chamber Low Carbon LIVE Lunch and Learn – Profile Raising Secrets

Tony Garner, Viva PR



WWW.CHAMBERLOWCARBON.CO.UK

Telephone: 01254 356 487 or
Email: info@chamberlowcarbon.co.uk



ARE YOU A LANCASHIRE BASED BUSINESS? LOOKING REDUCE YOUR CARBON FOOTPRINT, SAVE MONEY & DRIVE ENERGY EFFICIENCIES? WE CAN HELP YOU ACCESS



1-TO-1 BUSINESS SUPPORT IN

- Reducing bills and raw material waste
- Energy efficiency
- Process resource efficiency
- Water efficiency
- Waste / resource management
- On-site energy auditing
- On-site carbon footprint analysis and action plan



BEST PRACTICE EVENTS

- Let us help you understand which low carbon renewable energy to choose and why
- Find out about low carbon technology, how you can use it and which is best for your business
- We can help you calculate the pay back period
- Understand how it can be installed on your premises



ADVANCED BUSINESS SUPPORT

- Behaviour change/On-site training
- Masterclass of management systems ISO 14001 and ISO 50001
- Masterclass into on-site energy auditing
- Introduction to environmental auditing



**DO YOU DEVELOP LOW CARBON TECHNOLOGY? ARE YOU LOOKING TO MAKE
YOUR IDEAS A REALITY, BUT NOT SURE HOW?**

WE CAN HELP YOU ACCESS



**LOW CARBON TECHNOLOGIES
ON-SITE GENERATION**

- Meet Low Carbon technology adopters
- View demonstrator sites
- Attend showcase events on Low Carbon technologies
- Access support in finding funding if you choose to implement renewable energies on your site and how to install it



**LOW CARBON TECHNOLOGY
INNOVATION & MANUFACTURING**

- Product innovation support
- Prototype design verification
- Establish product readiness and find your local manufacturer to help you start production
- Assisting the product to market and finding your demonstration customers
- Specialist support



**LOW CARBON TECHNOLOGIES
SUPPLY CHAIN & SUPPORT SERVICES**

- Low carbon supplier support network
- Business support consultations
- Meet the manufacturers and suppliers events
- Networking
- Showroom space for your products

Viva

**Chamber East Lancs
Low Carbon Group**

Overcoming Challenges

Top Tips and Guidance

1 Clarity:

Make complex ideas accessible. The best way is to:

- Boil idea down to real simple terms
- Get rid of jargon
- Get straight to the point of story
- Make sure you answers the crucial Who, What, Where, Why, When and How questions

2 Credibility:

Why should they believe your claims?

Back things up with CREDIBLE third party supporting evidence — university research, peer-reviewed data.

Journalists hate claims that aren't backed by reputable science or statistics.

Einstein Rule:

If you can't explain it to a 6-year-old you don't understand it.

Well you have to treat the media, at least initially, like a hyper-active 6 year old. .



Tips to get your story selected

Here are some recurring themes and subjects that prove popular with media audiences

1 Surprising or quirky

Intriguing hooks that draw users in and entice them to click. These include mysteries solved, myths debunked and feats of human endeavour. Using former Soviet submarines to transport oil was one...

2 Case

Any story with an attached case study and a guest who can talk about the subject stands a much better chance.

3 Content that has broad appeal

Content which appeals to a wider audience. Stories that affect household income, spending or debt all fall into this category.

4 Studies Talking points and trends

Topical or 'viral' stories that divide opinion or spark debate. Brexit is the obvious one, but also topics like executive pay.

5 'How does this affect me?'

Consumer stories that strike a universal chord and relate to everyday life. For example scams, money, transport, job interviews, hidden dangers, etc.

6 Unique or exclusive

First-look programme content. Insights, investigations or interactive features that only the BBC would produce, featuring trusted brands, presenters and programmes.

8 Listicle

Formats that are quick and easy to digest such as lists, maps or infographics linked to location e.g. the UK's most/least affordable places.

7 Short-form, snackable content

Audio or video clips for mobile. Content that works as stand-alone pieces with strong, clear angles. Clips between 2 and 4 minutes work best e.g. a drone exploring Crossrail tunnel was a huge hit.

9 Interactive

Content that provides interesting answers, quizzes that prove how much you know on a given subject or calculators that show how you are affected by a big story.

It should be noted that, while these topics consistently do well, good content will always rise to the top, even if it doesn't exactly fit into these categories.



Greenwash

Remember the medium

WHAT IS IT?

Green is good, but so many lots of companies have fallen into the trap of spending more time and money on marketing themselves as environmentally friendly than on minimising their environmental impact.

It is a **deceitful** gimmick intended to **mislead**

Avoid the TRAP



FAST FACT: The term was coined by environmental campaigner Jay Westerveld



TRUTH IN ADVERTISING

Campaign group that publishes a list of brands it accuses of Greenwashing.

You don't want to get on that Top 10

Don't make claims you can't back up

Always have the evidence



Pitching Your Story

Top Tips and Guidance

Work out if you are pitching, commenting or in crisis mode. Put forward a commentator who is:

- Credible;
- Knowledgeable – you must know your stuff;
- Possesses good presentation & verbal communication skills.

1 You want to be the story:

Example: **BMW launches new electric models.** You are pitching a development story about your company. The bar will be set quite high. It has to be a big story that impacts the public or is a recognised brand. Editors and Producers do not want to sound like an advertorial.

2 You want to comment on a story:

Example: **Microsoft says mobile computing and home working is the key to cracking the UK productivity crisis.** When addressing the news agenda, timing is important. Wait two or three days and your opportunity is gone. Communicators need to be aware of rising trends or a breaking story and be ready with a commentator to join the debate.

3 You are the story:

Example: **Leading supermarket removes a product from shelves amid safety concerns.** Here the story is not being driven by you and the company is in crisis mode. In this case, chances are the BBC and press will be calling you.



What to put in the email:



TOP LINE

Highlight the best bit of your story and have a short version for the subject matter.
– e.g. Retailer hit by latest strike action.



GUEST

Give a brief background on your potential guests, who they are and what they do.



OUTPUT

You can suggest output but the planning desk will push the programme to whom they think it is most suited.



TV OR RADIO

If you want to rule out TV or radio then say so.



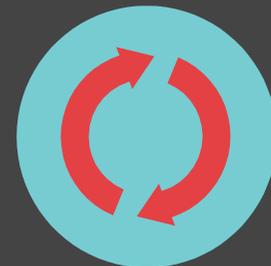
TIMING

The more notice you give, the better. It can help as you may be asked to do your story earlier or later to avoid big news days or help with slow news days.



DECLARE YOUR INTEREST

If you are involved in a story, then you **MUST** declare your interest and make it clear how you are relevant at the top of the email.



ONGOING STORIES

On an ongoing story, say a major hacking incident at a high street bank, the Planning Desk will look for guests they can offer across the BBC.

Pitching Your Story

Remember the medium

Radio



On Radio, the BBC will not want to interview over the telephone. The Guests need to be “in quality” e.g. a BBC studio for preference or an ISDN standard line. In person is always best.

It can be a corporate studio or in some cases the BBC will send a radio car.

But generally speaking, if you are pitching a story to be on the BBC most producers will think you aren't that keen if you don't want come into a BBC studio.

It is very unlikely a sound clip produced by a company will be used – unless for instance, it illustrates a new technology or the clip has originated from abroad and there is no other way to get it.

TV



TV needs pictures. Business TV always struggles to find compelling visuals, so any TV producer will be grateful for good locations.

The kinds of visuals that work include big pieces of machinery such as diggers, lots of activity like the Amazon warehouse building up to Christmas.

Online



Pictures, graphics and short videos are incredibly important for attracting digital audiences. Online pieces perform much better with a compelling photo.

Good business photos are hard to find, so a pitch with a great photo (not a headshot of the chief executive) has a much better chance of getting coverage. The BBC likes photos involving the brand logo or images of what the company does – the factory floor, the products they sell, etc.

The BBC can source images to illustrate your content, but it saves producers a lot of time if you can provide suitable large, high-res, high quality, 16:9 images.

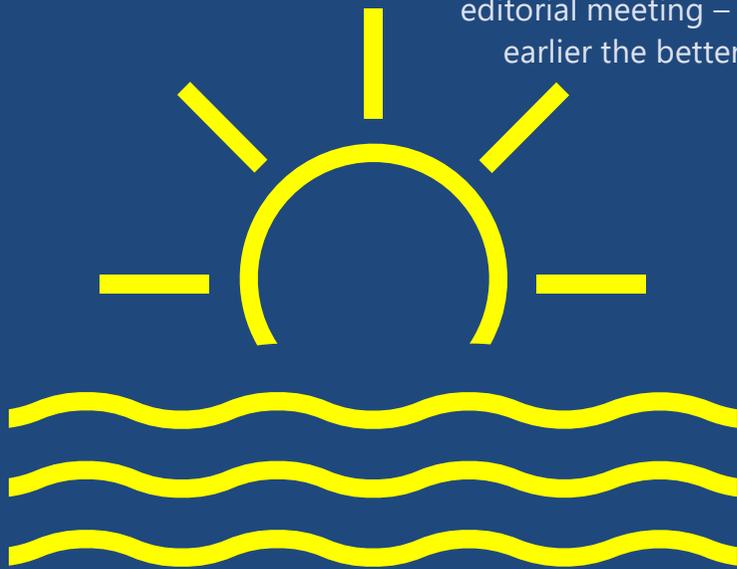


What time is best to make contact?

Is there a preferred time of day that a journalist will typically read email pitches?

4 Mirror:

Morning, ahead of their editorial meeting – the earlier the better



2 BBC Today programme

business team planning meeting is at 11.30 so needs to be in before then

1 The Sun:

Morning is best for pitches - between 8am and 10am ideally.

3

Evening Standard:

'We crack through emails in the morning'

Best day?

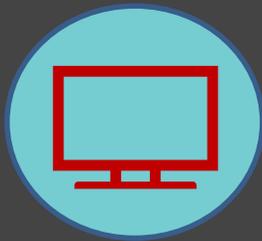
5

AVOID Friday afternoon (assume everyone has stopped working), weekends and Mondays.

For BEST results try sending out your content midweek, Tuesday – Thursday.



Avoid the classic mistakes



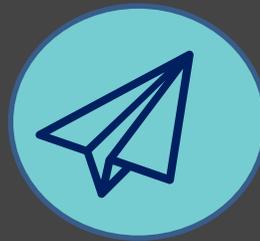
Don't forget the medium.

TV, Radio, Online, Press all have different requirements. Work out what they are.



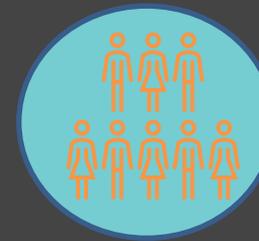
Get in Early:

Make sure you give people time to plan. If it's a good enough story they will work with you over timing.



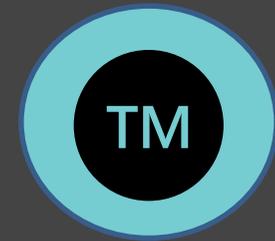
Get to the Point:

In your initial pitch, usually email, make it snappy. They get 100s of these a day.



Who is their Audience?:

Make sure you know who you are pitching to and who their readers / viewers are.



Don't overpromise:

Don't make false claims or exaggerate. You'll blow trust and damage your brand reputation.

17

industry awards
and nominations
in the last three
years for Viva and
our campaigns
including
North West PR
Agency of the
Year in
2016 and 2019

Storytelling with Impact

British Chambers of Commerce UK Business Hero 2020
PRCA DARE NORTH Outstanding Small Consultancy Winner 2019
CIPR PRide Small Agency Gold Winner 2019

www.vivapr.co.uk

The logo for Viva, featuring the word "Viva" in a bold, black, serif font. A small red dot is positioned above the letter 'i'.

GET SOCIAL WITH CHAMBER LOW CARBON



@CHAMBERLOWCARB | SEARCH: CHAMBER LOW CARBON

EMAIL: INFO@CHAMBERLOWCARBON.CO.UK

PHONE: 01254 356487

WWW.CHAMBERLOWCARBON.CO.UK



European Union

European Regional
Development Fund