



the world's leading property market

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Palais des Festivals – Cannes, France



MIPIM Press Relations Guide

Getting your message to the press at MIPIM

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Why communicate at MIPIM?

MIPIM isn't only a place where professionals buy, sell and do business, it is also an international platform which offers the unique opportunity to strengthen your visibility among the leading companies and professionals from the retail real estate sector and the many international media attending.

Nearly 500 international journalists from the national and trade press attend MIPIM every year. All the news concerning MIPIM is also communicated to more than 2,200 journalists from 60 countries.

Our press service is available to help you optimise your outreach to the media attending the show and those that cover the event from their offices.

This guide has been designed to help you make the most of MIPIM and maximise your communication plans.



Among the media that attended previous MIPIM editions

AFP . BFM TV . Reuters . Bloomberg News . BBC Radio . Financial Times . Evening Standard . Immobilien Zeitung . Die Welt . Le Figaro . Le Monde . Les Echos . Le Parisien . Il Sole 24 Ore . La Repubblica . Süddeutsche Zeitung . Het Financieele Dagblad . Property EU . CNBC . The Wall Street Journal . Immobilien Manager . Immobilien Wirtschaft . Estates Gazette . Property Week . Le Moniteur . Metros 2 . Handelsblatt . La Libre Belgique . Le Soir . Warsaw Business Journal . Hurriyet . Kommersant . Magasinet Ejendom . Nikkei Business Publications . Der Standard . Borsen . Business Immo . Bauwelt . RE+D Magazine . Fastighetssverige . Commercial Property Executive . Architect's Journal .

The logo for mipim, consisting of the word "mipim" in a lowercase, sans-serif font, with a small registered trademark symbol (®) to the upper right of the "i". The logo is white and is contained within a white rounded rectangle with a top-right corner that is cut off.

mipim®

1. Boost your visibility in the media

Abstract light trails in shades of orange, red, and purple, creating a sense of motion and energy against the dark blue background.

Official MIPIM communication

Showcase your company and/or projects in MIPIM's publications

MIPIM publishes several magazines which are distributed to all participants: the **Preview**, sent one month before the show, and the **Daily News**, published and distributed each day during the show.

To submit news for our magazines, please send your **press release** and **300 dpi images** to Editor-in-Chief, Graham Parker.



Graham PARKER
Editor-in-chief
MIPIM Preview & Daily News
mipimeditor@gmail.com



The deadline for the MIPIM Preview is February 2017

For the **Daily News**, you can send your information before the event or come and meet the team on site during the show.

To find about advertising opportunities in our publications and/or websites, check out our [website](#) or contact Laurianne Dicecca.



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Official MIPIM communication

Press office & social media

The press office sends information about MIPIM to over 2,200 journalists from 60 countries. Every year, it also produces a **directory of the real estate projects** which are on display in Cannes. This document is distributed early February.

MIPIM is present on various social networks and has a loyal fan base. Check the brand **new MIPIM blog** : www.globalrealestateexperts.com

Feel free to send your information to our press office and our social media manager:



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Official programme of conferences & events

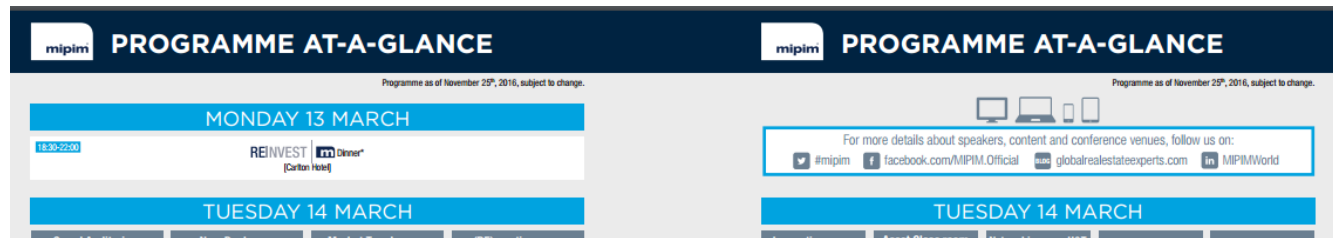
Showcase your event in the official MIPIM programme

The MIPIM programme of events includes the official MIPIM conferences and the events organised by clients. This programme is available on our website one week before MIPIM and is distributed to all participants onsite.

Check out the MIPIM 2017 conference programme: www.mipim.com/en/the-programme

To include your event in the overall MIPIM programme of events, there will be a form available soon. All information sent via the form cannot be changed and will be published as such in the final version of the programme.

 **The deadline to send the information is end of February.**



The screenshot displays two side-by-side panels of the MIPIM 2017 'Programme At-A-Glance' website. Both panels feature the MIPIM logo and the title 'PROGRAMME AT-A-GLANCE'. A disclaimer at the top of each panel reads 'Programme as of November 25th, 2016, subject to change.' The left panel shows the schedule for Monday 13 March, with a highlighted event 'REINVEST Dinner* [Carlton Hotel]' from 18:30-22:00. The right panel shows the schedule for Tuesday 14 March and includes a social media banner with the text 'For more details about speakers, content and conference venues, follow us on:' and icons for Twitter (@mipim), Facebook (facebook.com/MIPIM.Official), and LinkedIn (globalrealestateexperts.com), along with the MIPIMWorld logo.



Meet the media at MIPIM

MIPIM is an opportunity to meet **international journalists specialised in real estate**.

As there is a great deal of information and events related to MIPIM, we advise you to target your communication and adapt your actions according to the message you want to convey.

Also, as MIPIM is an international event, remember to **communicate in English**.

At MIPIM, you can:

SEND INFO TO THE PRESS

What is the nature of your message? Are you launching a new real estate project? Are you promoting a development which will be exhibited in Cannes? Are you announcing corporate news or releasing a CEO's statement?

Use the **MIPIM Online Database** to reach out to the media: download the press list, contact the journalists, upload your press documents.

SET UP INTERVIEWS

Journalists are very busy during the event, so it is advised to target journalists who might be interested in your topic and territory.

Don't forget you can setup **one-to-one interviews** on your stand if you are an exhibitor or in the Press Club if you are a visitor.

ORGANISE AN EVENT

If you have a major announcement and are planning on organising a special event during the show, remember to **broaden your audience** by inviting the press and other MIPIM delegates.

Don't forget to include your event in the official MIPIM programme (*previous page*). Pay attention to the deadlines!



Meet the media at MIPIM

The MIPIM press office can help you to:

- Identify the best format to convey your message: one-to-one interviews, press cocktail, photo-call, press conference...
- Define the best timing to schedule your event depending on the MIPIM agenda and competing
- Target the most relevant journalists attending MIPIM for your communication
- Use the available MIPIM tools* that have been put in place to promote your event:
 - How to post your press releases on the MIPIM database
 - How to inform journalists of your event during MIPIM
 - How to contact journalists coming to MIPIM

Did you know?

You can promote your event at MIPIM by displaying a poster on the Press Club in Cannes

*Discover how to use the MIPIM tools in the next slide

2. Online Database - How to use it





What is the Online Database?

The online database collects information on all the MIPIM participants (exhibitors and visitors) who are coming to the event. The online database will allow you to:

NETWORK

Preparation is crucial for a successful event, make the most out of your show by connecting to the database.

SEE WHO'S GOING

Find the list and the profile details of participants, companies and journalists that are attending the show* and download the list of attendees.

SET-UP MEETINGS & SEND MESSAGES

Whilst browsing the attendees, you can click on the “message” icon to contact participants directly or send a request meeting through the proper icon*.

PLAN YOUR AGENDA

By adding conferences as favourites and to your calendar, you can plan your personal agenda which is automatically synchronised with the mobile app.*

SHOWCASE YOUR PROJECTS

Upload your company's current projects and promote its activities. This will attract potential clients and facilitate communication with the journalists.

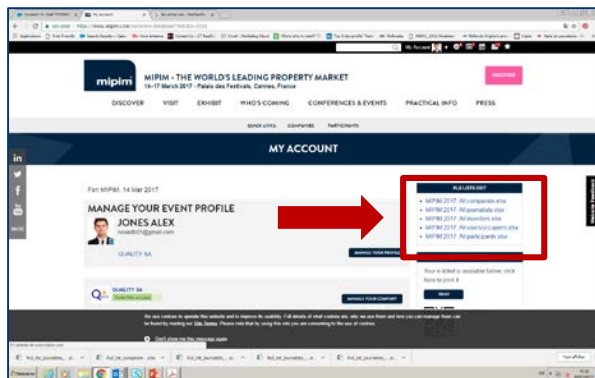
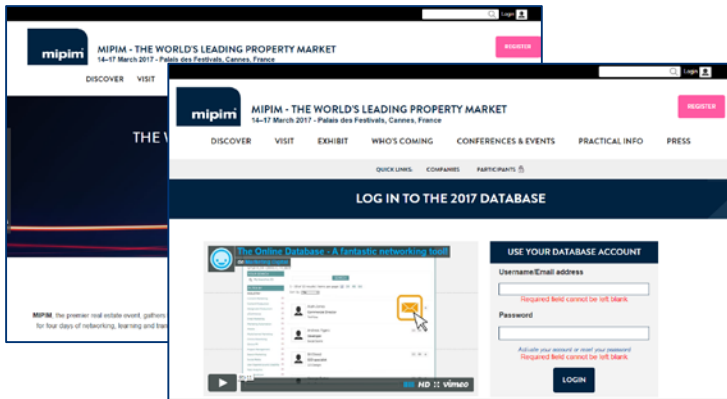
UPLOAD YOUR PRESS RELEASE

Let participants and journalists learn more about your company and projects by uploading your press kits/press releases. Add photos and videos to attract attention.

**To access the profile pages, all the networking features and your account you need to log in to the database. Discover how to log in in the next slide.*

Online Database – How to use it

Contact the media



1. LOG IN TO THE ONLINE DATABASE

- **First time to MIPIM?** Once the database is open, you will receive an email guiding you through the user process.
- You can access the 'Login' from the homepage of the website, where you will see a link to activate your account.
- If you have already activated your account, you can access the login page by clicking on 'Companies' or 'Participants'.
- If you have **forgotten your password**, click on the proper link 'Activate your account or reset your password'

Did you know?

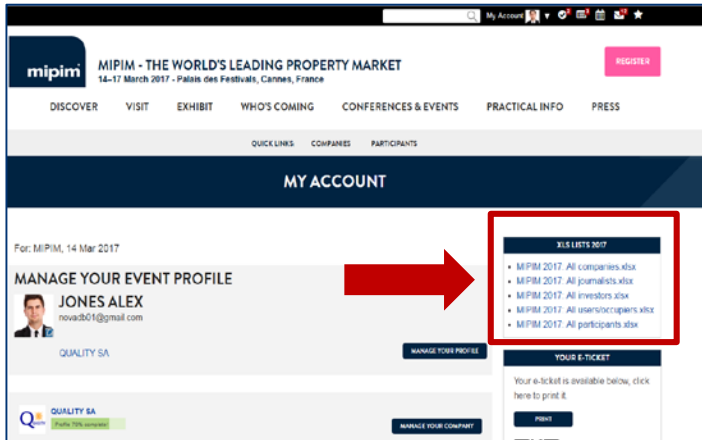
Share your login & password with your PR agency so they can access the Online Database

2. DOWNLOAD THE PRESS LIST

- **Download the list of registered journalists** directly from the homepage of your personal account, on the right side of your screen.

Online Database – How to use it

Contact the media



3. CONTACT THE MEDIA

- Select the media you are interested in contacting and look for the journalist's details in the database. For **anti-spam reasons**, the participant's emails are not available in the Excel file.
- Contact the media to showcase your projects and/or invite them to a special event.

Did you know?

Most of the journalists register late to MIPIM, from January until the day before the event.

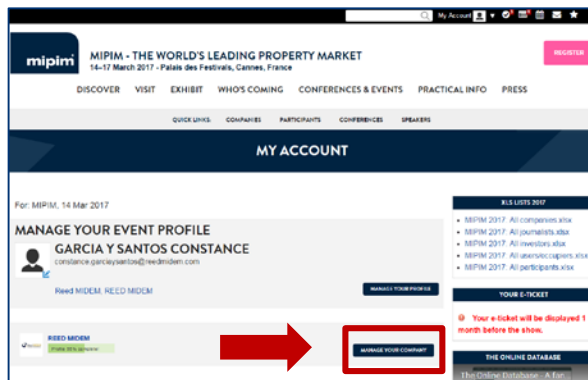
Online Database – How to use it

Upload a press release



1. LOG IN TO THE ONLINE DATABASE

- **First time to MIPIM?** Once the database is open, you will receive an email guiding you through the user process.
- You can access the database from the front page, where you will see a link to activate to activate your account.
- If you have already activated your account, you can access the login page by clicking on 'login' on the homepage of the websites.
- If you have **forgotten your password**, click on the proper link 'Activate your account or reset your password'



2. EDIT YOUR COMPANY PROFILE

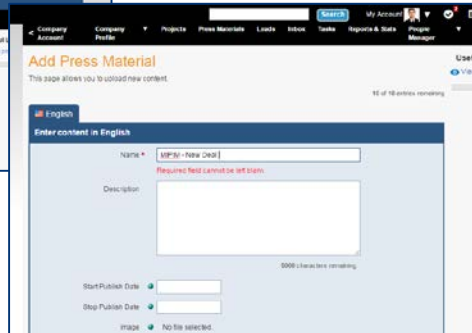
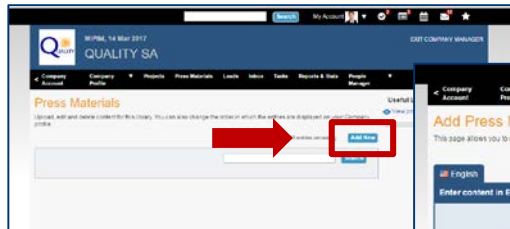
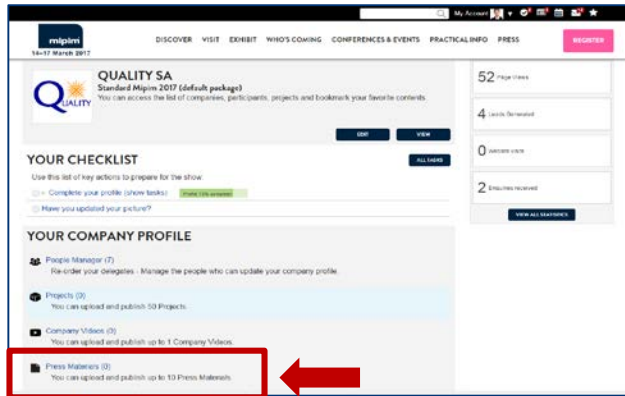
- Once you have logged in you will arrive on your account page.
- This is where you should take advantage to **fill out your profile in as much detail as possible**.
- By clicking on the 'Manage your Company', you can describe yourself or your company.

Online Database – How to use it

Upload a press release

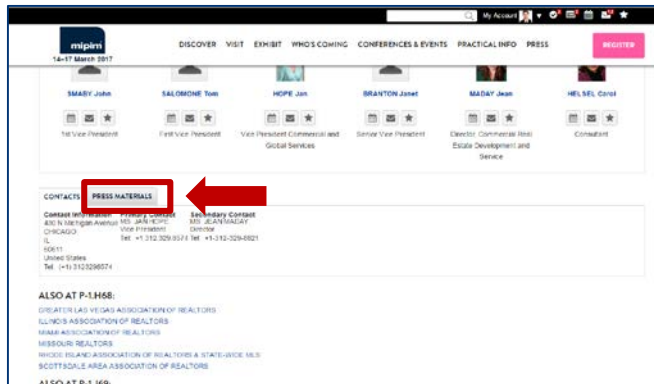
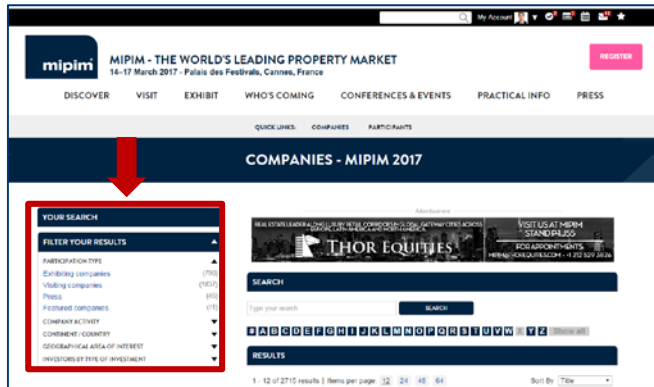
3. ADD PRESS RELEASE OR PRESS KITS

- Click on 'Press Materials' to access the tool.
- To upload press releases or press kits, click on 'Add New'. **Don't forget to add downloadable images.**
- You have the opportunity to upload **up to 10 press documents** on your Company's Portal (press kits and/or releases).
- Save and it's online!



Online Database – How to use it

Access all the press release

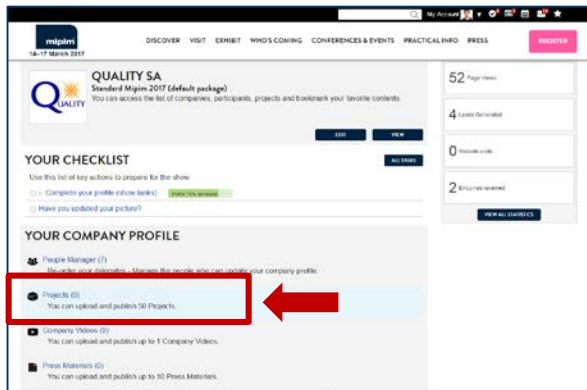
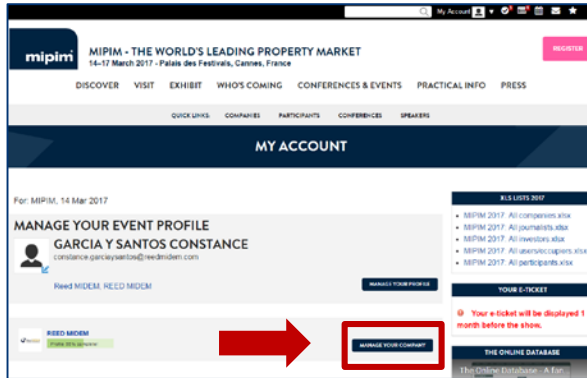


4. ACCESS ALL THE PRESS RELEASE

- You can **freely access all the press releases** in the Online Database. Once you are connected, use the searching tools to browse through the Online Database.
- Press materials can be reach from the companies' profiles.
- If the company has some press material, you can find it at the bottom of the profile page.

Online Database – How to use it

Showcase your projects



1. LOG IN TO THE ONLINE DATABASE

- Once you have logged in you will arrive on your account page. Click on 'Manage Your Company' button.
- Click on your company's 'Projects' button in then click on 'Add Project' to add a project description.
- This is where you should take the opportunity to fill out your profile to the maximum.

Did you know?

The more your project description is detailed, the more eye-catching it will be.

Online Database – How to use it

Showcase your projects

The image shows two screenshots of the REED MIDEM online database interface. The top screenshot displays the 'Projects' section with a red box around the 'Projects' tab and a red arrow pointing to the 'Add Project' button. The bottom screenshot shows the 'Add Project' form with a red box around the 'Add Project' button and a red arrow pointing to it. The interface includes a navigation menu, a search bar, and a main content area with a form for adding a project.

2. ADD A PROJECT DESCRIPTION

- Here is the Company Portal page that you reach when you click on the 'Edit button'.
- To upload project description, click on 'Add Project. Don't forget to illustrate your description with **pictures**.
- You can **add up to 50 projects**. For each project you can upload 3 images, 1 document and 1 video.
- Save and it's online!



3. About



About

About Reed MIDE M

Founded in 1963, Reed MIDE M is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIP CANCEL and MIPJUNIOR for the television and digital content industries, MIDE M for music professionals, MIPIM, MIPIM Asia Summit, MIPIM UK, and MIPIM Japan for the real estate industry and MAPIC, MAPIC China Summit in Shanghai and MAPIC Italy for the retail real estate sector. www.reedmidem.com

About Reed Exhibitions

Reed MIDE M is a division of Reed Exhibitions, the world's leading event organiser, with over 500 events in 43 countries. In 2015 Reed brought together over seven million active professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully-staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions and analytics for professional and business customers across industries. www.reedexpo.com



Our events around the world

