

- ***What is your strategy***

- *Have a contact with the government*
- *With private investors*
- *With the stock exchange*
- *You need a new collaborator*
- *You look for partners*
- *You want to promote the company internally...*

- ***Which sort of press***
 - *Local, national, international*
 - *professional*
 - *Scientific press*
 - *Internet*
 - *Radio*
 - *Television*

- ***Spontaneous communication***

- *Press release*
- *Scientific article*
- *Conferences attended by journalists*
- *Press conference*

- ***Minimum content***

- *Absolute Necessity of an economical or scientific novelty*
- *New product*
- *Exceptional clinical results*
- *Company results*
- *New board*
- *Partnership*
- *Fund raising*

- ***Recommendations***

- *Do not try to communicate without anything to say.*
- *Don't be too promotional or too long*
- *Keep some more to say at the end a press conference*
- *Prepare some difficult questions and answers*
- *Be clear when something said is off the record*
- *Prepare the event and organize repetitions*
- *Good professionals can help you*

- ***How to answer questions***

- *Journalists have dead lines*
- *If it is not your moment, try to answer*
- *If not, orientate the journalist to other informers*
- *He will be grateful for further contacts*
- *Ask him to explain the angle, and the audience or the readership*
- *The level of vulgarisation needed*

- ***Content of the article***

- *Journalists are not supposed to submit their texts before publication*
- *If you ask for it, they can show you your quotations*
- *If they have further questions, they will recontact you*
- *If you want to have a total control, you need to advertise*