



WORLD TRADE CENTERS
ASSOCIATION

OFFICIAL MEDIA KIT

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INTRODUCTION

1.0 INTRODUCTION: WHAT IS A MEDIA KIT?

The World Trade Centers Association (WTCA) recently launched an ambitious media and communications plan to elevate our brand profile, strengthen brand recognition, and increase press coverage within Member markets and throughout the globe.

To help achieve this we have put together an official **WTCA Media Kit**, designed to help:

1. Ensure we are all saying the same thing about our Association
2. Direct press and media to the appropriate persons
3. Equip you with tools that you can put into practice immediately

We are always happy to bring our resources to bear on your important announcements, but it is also good to know how to handle inquiries, and to share best practices when reaching out to press. To that end, this kit includes:

Media Protocol: Instructs Members what to do when contacted by press.

Key Messaging: Provides a topline overview of the WTCA.

Pitching 101: Defines “pitching” (media outreach) and describes best practices to ensure alignment with our brand. This section also contains an example of a media outreach email, pitching the WTCA General Assembly.

Press Release Guidelines: Outlines specific formatting criteria, as well as the main components of a press release. This section also includes an example of a WTCA press release surrounding the General Assembly.

Contact Information: Where to go and who to call with your media and press questions.

2.0 MEDIA PROTOCOL: IF A REPORTER CALLS ABOUT YOUR WTC...

We understand that our Members have existing relationships with media in their markets, and we encourage you to promote your WTC in the press.

If a reporter asks you about your region and/or your WTC, embrace this opportunity! It will allow you to not only share crucial information and promote your businesses, but also to establish long-lasting relationships with the media. We also invite you to get familiar with our key messaging (found in the subsequent sections), to make sure our Association and its Members are speaking with consistent language.

However, there will be times when the discussion is more far-reaching than just about your region or your WTC. For example, a reporter might ask about the direction of our Association, our overall market position, or something else having to do with the network as a whole. For these occasions, we ask that Members direct media to us here at WTCA Headquarters, where we are equipped to handle these questions.

2.1 MEDIA PROTOCOL: IF A REPORTER CALLS ABOUT YOUR WTC...

Because of the recent launch of our communications plan, you may begin to hear more from editors and reporters. We want to make sure that we address their questions, while ensuring that we are telling the same story.

When responding to press inquiries consistency in communications is key to fully take advantage of this newfound attention. This, in turn, will give the WTCA one cohesive, positive voice.

Given that our organization spans the globe, we thought it would be helpful and necessary to outline criteria to help determine what questions qualify for special treatment. We therefore ask that if press should ask you questions that meet the conditions below, that you follow some simple guidelines.

MEDIA INQUIRIES CRITERIA

General questions about the World Trade Centers Association that go beyond Membership

WTCA Membership (how to become a Member, overall process, forecasts, etc.)

General questions about the "who/what," "why," and "how" with respect to WTCA or WTCs other than your own

The imminent or long-term future of the WTCA as a whole

Financial standing of the WTCA

Legal issues pertaining to the WTCA

WTCA positions, stances and/or comments on specific issues related, but not limited to, global politics, policy, economics, markets, religion, and society

We have developed some simple guidance for Members if they do find themselves being asked questions that meet the above conditions:

2.1 MEDIA PROTOCOL: IF A REPORTER CALLS ABOUT YOUR WTC...

EMAIL INQUIRIES

If you or anyone on your team receives an inquiry from media by email that meets any of the criteria outlined above, we strongly ask that you direct the inquirer to the Communications Team at WTCA Headquarters:



WTCA Press & Media Support
Media@wtca.org

PHONE INQUIRIES

If a reporter reaches out to you or your team by phone, and their inquiry relates to the above criteria, we advise you not to answer their questions immediately. The spokespersons best equipped to answer general WTCA-related questions are James Perry, Crystal Edn, and Robin van Puyenbroeck. Please ask the reporter for their full contact information (**name, phone number, email, outlet, and deadline**). Below is some suggested language you can use to politely direct them to the Communications Team at WTCA Headquarters:

“Given that this is a general question surrounding the Association as a whole, and not WTC **INSERT YOUR CITY/REGION**, I am not the best person to ask. I am happy to forward your information to the appropriate person and they will follow up with you shortly.”

2.1 MEDIA PROTOCOL: IF A REPORTER CALLS ABOUT YOUR WTC...

Then, please send the reporter's contact information to:



WTCA Press & Media Support
Media@wtca.org



Chanelle Kasik
Communications Manager
CKasik@wtca.org
+1-212-432-2644

2.1 MEDIA PROTOCOL: IF A REPORTER CALLS ABOUT YOUR WTC...

IN-PERSON INQUIRIES

If you are speaking with a reporter in person, and their inquiry relates to the above criteria, we advise you to defer said question to our staff. As stated above, the spokespersons best equipped to answer general WTCA-related questions are James Perry, Crystal Edn, and Robin van Puyenbroeck. You can follow the general instructions for an inquiry over the phone, by asking the reporter for their full contact information (**name, phone number, email, outlet, and deadline**) if you do not already have it. Once you're off the phone, please pass along the request. Again, below is some suggested language you can use to help politely direct them to us:

*"Given that this is a general question surrounding the Association as a whole, and not WTC **INSERT YOUR CITY/REGION**, I am not the best person to ask. I am happy to forward your information to the appropriate person and they will follow up with you shortly."*

Then, please send the reporter's contact information to:



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Communications Manager
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2.1 MEDIA PROTOCOL: IF A REPORTER CALLS ABOUT YOUR WTC...

In general, common sense is the best guide. We know our Members are experts in their areas, and many have great experience dealing with media. However, for those situations that are a bit more complex, or those where you are not certain how to answer, we are hoping that these protocols help.

If you have any questions, please do not hesitate to contact the WTCA Team at the above contact information!

3.0 GENERAL WTCA KEY MESSAGING: DEFINING WTCA

The following outlines key messages, talking points and sample FAQs regarding the World Trade Centers Association. This document will be helpful in preparing a wide range of communications materials regarding your initiatives and our overall brand.

But first things first. We have all been asked...

WHAT IS THE WORLD TRADE CENTERS ASSOCIATION?

Often times this comes up in the course of conversation, but if you need a formal description, please use the **legally approved boilerplate language below.**

The World Trade Centers Association (WTCA) is a network of more than 300 highly-connected, mutually supporting businesses and organizations in nearly 100 countries. As the owner of the "World Trade Center" and "WTC" trademarks, the WTCA licenses exclusive rights to these brands for Members to use in conjunction with their independently-owned, iconic properties, facilities and trade services offerings. Through a robust portfolio of events, programming and resources that it offers its Members, the goal of the WTCA is to help local economies thrive by encouraging and facilitating trade and investment across the globe through Member engagement. To learn more visit www.wtca.org.

Tagline: Connecting Businesses Globally.

Vision: World's trusted global brand facilitating international business connections and trade.

Mission:

- Promoting and protecting our WTC brand for the collective benefit of our Membership;
- Increasing the quality of our global WTCA network with sustainable goals;
- Strengthening our global presence by connecting engaged Members through branded real estate and trade services;
- Actively seeking out potential Members and establishing WTC operations in new growing markets;
- Making sure our Members maintain and provide the highest quality service to their business members;
- Having a strong regional structure to meet our Members' needs;
- Migrating, leveraging, transferring and utilizing the strengths of our experienced Members' best practices;
- Providing a high level of communication with and between all stakeholders;
- Ensuring our digital platforms provide the highest level of ability to manage, provide networking, communicate and support our operations; and
- Making sure our operations are financially sustainable.

3.1 GENERAL WTCA KEY MESSAGING: KEY MESSAGE ONE

In the following pages, you will find key messages that work to answer the “who/what,” “why,” and “how” of The World Trade Centers Association. These key messages are overarching points about the organization used in marketing materials, interviews, and other publicly facing materials.

The WTCA serves as a platform to link its Members and their local businesses with global markets, connecting local economies with international opportunities for trade and investment via its global network.

SUPPORTING POINTS

Through a highly diverse member base, the WTCA brings a wide variety of industries to the table, opening avenues of dialogue, and collaboration across sectors and regions of the globe.

With a footprint that extends across every inhabitable continent, including developed and emerging markets, the WTCA creates opportunities for companies to break into markets well beyond their own backyard.

The WTCA and its Members are independently owned and operated, and, as such, are uniquely positioned to connect people and businesses in the face of fluid trade policy and international agreements.

Through the WTCA network, Members provide each other with a wide, deep range of expertise including facilities and services in real estate, trade and economic development, and conferences and exhibitions.

3.2 GENERAL WTCA KEY MESSAGING: KEY MESSAGE TWO

The WTCA is made up of iconic and skyline-defining real estate developments, many of which are recognized around the globe as defining fixtures of our Member cities.

SUPPORTING POINTS

Many WTCs around the world are iconic buildings in the cities where they are located. What makes them different from other branded commercial properties is the connectivity, services and collaborative offerings at other WTCs that they can provide for tenants as part of a network that spans six continents.

*In addition to multi-use office towers, **some of our Members also operate some of the largest and most significant convention and exhibition centers in the world.***

In the US—and New York especially—there is a very specific association with the “World Trade Center” brand. But in addition to the historical association with the Twin Towers in other parts of the world, a local WTC is often recognized as an iconic and important institution.

Some of our newest licensees are undertaking massive real estate projects that will come to define a new era of real estate development for the WTCA, these Members’ cities, and the global real-estate landscape.

3.3 GENERAL WTCA KEY MESSAGING: KEY MESSAGE THREE

The WTCA helps its Members and their local business communities grow and exploit new global opportunities.

SUPPORTING POINTS

The WTCA is comprised of “people who know people.” In other words, our network can provide direct access to foreign markets and partners, bypassing potential gatekeepers.

The WTCA empowers its Members’ businesses by providing the tools they need to compete in today’s global market, take advantage of collaborative opportunities made possible through its proprietary network, its digital tools and the value inherent with the “World Trade Center” brand.

The WTCA acts as a conduit for culturally diverse members to connect and understand one another in order to scale and operate better internationally. For example:

Business practices vary greatly from country-to-country and region-to-region. By providing Members with places—both virtual and physical—to connect, the WTCA not only provides tools to operate, but provides direct access to experts, business leaders and companies in those markets themselves.

In addition to the ability of WTCA Members to convene and foster relationships, local companies in cities with an active member can gain access to this network by working with their local WTC.

3.4 GENERAL WTCA KEY MESSAGING: KEY MESSAGE FOUR

As an apolitical organization, the WTCA is uniquely positioned to connect people and businesses in the face of fluid trade policy and international agreements.

SUPPORTING POINTS

The access WTCA provides is a constant in a world of shifting trade and economic policies.

*While trade policies may shift with the comings and goings of different administrations, **the WTCA remains a reliable network that Members—and the local business communities in Member cities—can count on** to provide a platform for growing economic opportunities.*

*With trade policies between states ever-evolving, **the WTCA has the expertise and reach** to provide Members and the public with a truly global perspective.*

3.5 GENERAL WTCA KEY MESSAGING: KEY MESSAGE FIVE

WTCA Membership is unique in that it helps Members grow their businesses and connect local economies to international markets.

SUPPORTING POINTS

***The WTCA is able to connect** businesses in a personal and tailored manner that helps mitigate commonly-encountered obstacles.*

***Members are given culturally-sensitive, flexible resources to expand and strengthen business ties,** in addition to the deep value of using the “World Trade Center” brand.*

***All of this is made possible** through the WTCA’s singular and proprietary network of mutually-supporting, collaborative Members.*

PITCHING 101

4.0 PITCHING 101

Media outreach—more commonly known as “pitching”—consists of reaching out to a press contact with the intent of introducing your organization, or in the best case scenario, generating a positive story in the news. As straightforward as this sounds, we now live in a world where the news cycle is extremely noisy and saturated, and reporters have a brief attention span.

Therefore, it is crucial that your initial pitch is succinct, attention-grabbing and straight to the point. Below are **five basic steps** to help you craft an effective pitch about your local WTC, followed by an example.

1. DEVELOP A STORY ANGLE

The “angle” is what defines your story’s uniqueness or relevancy. Identify what exactly it is that makes this story important not only to your reporter but also to her/his readers. Once you do, put this in one or two sentences and start your pitch with these.

For example, what makes the WTCA unique in comparison to other associations is its **diverse Members and exclusive network**. Our Members are located all across the globe, making it the only global trade and investment network that transcends borders. Members instantly have a foot in the door in new markets, and can access know-how across a broad range of industries that might otherwise escape them.

2. RESEARCH THE REPORTERS & THEIR OUTLETS

You found your angle. Now, you must learn what will make it appealing to a specific reporter. Remember—she or he is also writing for a specific audience, so it is important to identify what kind of news the reporter’s customers want to consume. To do so, you must:

Identify the main topics they typically cover (also known as a reporter’s “beat”)

Identify their style (Are they known for strongly opposing a certain matter? Or for being extremely vocal about certain topics?)

Craft your pitch to fit their interests, and that of their readers, viewers or listeners.

PITCHING 101

4.0 PITCHING 101

This research will help you establish relationships with reporters. Remember, reporters work in an incredibly fast-paced news cycle, so the easier you can make it for them to digest your pitch, the more likely it is they will cover your story. Plus, they appreciate the effort just like you appreciate when someone does research on your business! Generic one-size-fits-all pitches very seldom get traction or generate meaningful coverage.

3. PITCH!

It's go time—write a short pitch (we recommend **two to four brief paragraphs**, at most), making sure you put all of the key information upfront. Keep in mind that you want to make it easy for the reporter, so avoid jargon and/or industry terms.

TIP

Leverage the knowledge you gained from researching reporters in your pitch by including mentions of relevant stories they wrote. This will make it evident that you're attentive to their beat. Another approach may be to reference timely topics that are complementary to what's happening in current news.

4. FOLLOW UP

Emails can easily get lost in someone's inbox. After you pitch through email, you should always write or call reporters to follow up. As a rule of thumb, allow at least two to three days before contacting her/him again.

First, ask if she/he saw your story idea. Second, ask if she/he is interested in covering it. If not, don't pressure her/him. If she/he is uncertain, concisely reintroduce your idea to see if you can pique her/his interest.

5. SEND "THANK YOU" MESSAGES

It may sound trite or silly, but if a reporter covers your story, send a thank you! You can do so via email or a handwritten note, depending on your preference. This will also ensure that you are building lasting relationships, increasing the likelihood of covering your stories again in the future.

Remember, these are just general guidelines. Ultimately, you know your markets and contacts the best, and might already have established relationships. So use that knowledge to your advantage! If you are interested in learning more about pitching, or need support, please contact the Communications team at Headquarters (Media@wtca.org).

PITCHING 101

4.1 PITCHING 101 DISSECTING A PITCH SAMPLE

Dear **INSERT REPORTER'S NAME**,

I hope this message finds you well. Since you recently wrote that great piece about **the business of water management**, I thought you might be interested in learning more about one of the best kept secrets in global trade and investment. You have heard of the brand "World Trade Center," but behind that name is an incredibly interesting organization called the **World Trade Centers Association (WTCA)**.

The WTCA is currently preparing to host its 49th General Assembly, its premier yearly meeting for its members. The event acts as an engine of global economic development for its Members and their local businesses, and this year has a particularly strong focus on **water management**. This is a great opportunity for you to learn about the latest industry trends, and network with renowned C-suite executives from across the globe. As front-line leaders, many of them can provide insights to help you to elevate your stories.

Some names in attendance include **INSERT EXECUTIVES' NAMES** from **Groningen Seaports** and the **Water Alliance**, global leaders in the development of water technology. Both executives will be available for interviews alongside their World Trade Centers Association colleagues, to discuss the future of sustainable energy and the vital role water plays in this market.

Please let me know if you are interested and I can gladly arrange a meeting or your entry to the event. And of course, if you have any further questions, please contact me at the below.

Best,

INSERT YOUR SIGNATURE WITH CONTACT INFORMATION

TIP

Make sure both your email and phone number are always included so the reporter can easily contact you.

This level of detail would come from researching what the reporter or editor has already written, and what is important to her/him.

TIP

We recommend adding hyperlinks within your pitch so that you are directly sending reporters to your site, rather than having them search for it.

Again—a topic you know is of interest to the reporter or editor you are pitching because of your research.

This pitch is tailored specific to a reporter covering "water technology" in a trade magazine about sustainable energy.

TIP

Always tailor your pitch to fit whatever topics a reporter is covering, highlighting three key components, if available:

- 1. Names that will pique her/his interest*
- 2. Availability of persons to interview*
- 3. Topics executives are willing/able to talk about*

5.0 PRESS RELEASE 101 GUIDELINES

A press release is an official statement issued by an organization, with the purpose of sharing specific information on a particular matter with the media.

Our natural inclination is to put every piece of information possible into the press release. However, as we mentioned before, reporters and editors are incredibly pressed for time and your press release must be short, sweet, and to the point. **It should be no longer than one page.**

The purpose of a press release is to get someone's interest to want to learn more. Stick to addressing the main highlights of the news you are presenting. Because of this, headlines and sub-headlines are very important, and should be pithy, informative and catchy, without getting too cute.

Likewise, sometimes media will (almost) literally reprint your press release word-for-word. However, they may not have the space or the inclination to publish everything and will simply print or post the first paragraph or two. Because of this, always put the most important information at the beginning. **Don't bury the lead!**

As you begin to pitch your local reporters, we encourage you to follow the below guidelines.

The following sample press release has specific size and format details. Please always use font **Calibri (Body)** for the entire document, or another device-neutral font, so your words will always appear correctly across all devices. You can also copy the **headers** and **footers** below, making sure to **change the logo to that of your local WTC.**

Font size will vary depending on section.

NOTE

We have uploaded an official **WTC press release template** and **press release sample** in the [WTCA Resource Center](#) so that it is readily available and accessible. You simply must plug in your text.

Within this template, you will find the official WTCA boilerplate approved by Legal, to be used for all official communications. **Please do not modify!**

6.0 FURTHER SUPPORT

We must note that press outreach, while not hard, can prove to be frustrating at times. With such a fast-moving news cycle, journalists tend to be short on time.

Pitching requires **patience** and **time**—you must build a network of contacts and craft the right story, and even then, you may not be guaranteed press coverage. But don't fret—as with anything else, pitching also calls for **persistence**. Just because one reporter passed on your story doesn't mean another will not think it's just the story she/he was hoping to find.

If you need any more guidance, have any questions, or simply want to further chat about any topics related to the press, please reach out to us!



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