



**WORLD TRADE CENTERS
ASSOCIATION**

CONNECTING BUSINESSES, GLOBALLY.

OFFICIAL MEDIA KIT



Images clockwise right to left:
WTC San Salvador, WTC Rotterdam
and WTC Algiers

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INTRODUCTION

1.0 INTRODUCTION: WHAT IS A MEDIA KIT?

World Trade Centers Association (WTCA) operates with a proactive communications strategy designed to amplify its brand profile, enhance global recognition, and expand earned media coverage across Member markets and beyond.

To help achieve this we have put together this 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 eager to leverage our resources to support your significant announcements. Equally important is understanding how to navigate media inquiries and effectively engage with the press. With that in mind, this kit provides:

Media Protocol: Instructs Members what to do when contacted by press and how to best navigate media interviews.

Key Messaging: Provides a topline overview of the WTCA.

Press Release Guidelines: Outlines specific formatting criteria, as well as the main components of a press release. This section also includes official WTCA press release samples.

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

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

MEDIA PROTOCOL

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

We recognize that many of our WTCA Members have well-established relationships with members of the local media and we encourage you to highlight your World Trade Center (WTC) business in the press.

When a reporter reaches out to discuss your region or WTC business, we hope you will embrace this opportunity! It is a chance to share valuable insights, promote your initiatives and your WTC business, and build lasting connections with the media. To ensure consistency, we also encourage you to familiarize yourself with our key messaging (detailed in the following sections), helping our Association and its Members speak with a unified voice.

With our communications plan firmly in place, you may continue to see sustained interest from editors and reporters. It's essential that we address their questions thoughtfully while maintaining consistent messaging. Consistency in communication is critical to ensuring WTCA Members speak with a unified and positive voice across all interactions.

MEDIA PROTOCOL

2.1 MEDIA PROTOCOL: MEDIA TRAINING BASICS: TOP DOS & DON'TS

Media interviews can be a powerful way to share your story, but preparation is key. Whether you're talking to a reporter for the first time or you're an experienced spokesperson, following these guidelines will help ensure your message is clear and impactful.

DO

Prepare Key Messages: Before the interview, identify 3-4 main points you want to communicate. These should align with WTCA's key messages and be easy to understand.

Know Your Audience: If possible, prior to the interview, research the reporter and their outlet to understand who their readers, viewers or listeners are. Tailor your language and examples to resonate with that audience.

Speak Clearly and Concisely: Use plain language and short sentences. Avoid jargon or overly technical terms. While certain terms may be familiar to you, they can alienate or confuse the general audience.

Stay on Message: Bring every question back to your key points. If asked a question you can't answer directly, pivot by bridging back to your key message (e.g., "That's a great question, and it ties into something important we're focusing on...").

Practice: Rehearse with a colleague or record yourself answering common questions. This helps you refine your answers and build confidence.

Dress Appropriately: For TV or video interviews, choose solid colors and avoid busy patterns. Your appearance should reflect professionalism.

Body Language Matters: For in-person or video interviews, maintain good posture, make eye contact (or look directly into the camera) and avoid fidgeting.

MEDIA PROTOCOL

2.1 MEDIA PROTOCOL: MEDIA TRAINING BASICS: TOP DOS & DON'TS

DON'T

Don't Guess or Speculate: If you don't know the answer to a question, it's okay to say, "I'll need to look into that and follow up with you." Never make up information.

Don't Go "Off the Record": Always assume anything you say to a reporter could be used. There is no guarantee of confidentiality.

Don't Ramble: Avoid overexplaining or going off-topic. This can dilute your message or lead to unintended headlines.

Don't React Negatively: Stay calm and professional, even if asked a challenging question. Taking offense or appearing defensive can hurt your credibility.

Tip: After an interview, follow up by thanking the reporter and offering additional resources or clarifications, if needed. Building strong relationships with the media can lead to more opportunities in the future.

MEDIA INQUIRIES

2.2 MEDIA PROTOCOL: IF A REPORTER ASKS ABOUT YOUR WTC BUSINESS

At times, a reporter may inquire about topics beyond your region or WTC business, such as WTCA's strategic direction, market position, or other network-wide matters. **For these broader questions, we kindly ask that you direct media inquiries to the Communications team at WTCA Headquarters, where our team is prepared to address them effectively. Please email media@wtca.org.**

As a global organization, we understand the importance of clear guidance when managing press inquiries. To support you, we've outlined criteria to help identify questions that may require special handling. For inquiries that meet the conditions below, we kindly ask that you follow the provided guidelines.

MEDIA INQUIRIES CRITERIA

- General questions about WTCA that go beyond Membership
- WTCA Membership (how to become a Member, overall process, forecasts, etc.)
- Questions pertaining to other WTC businesses
- General questions about the “who/what,” “why,” and “how” with respect to WTCA or WTC businesses other than your own
- The imminent or long-term future of WTCA as a whole
- Financial standing of WTCA
- Legal issues pertaining to WTCA
- WTCA positions, stances and/or comments on specific issues related to, but not limited to, global politics, policy, economics, markets, religion and society.

MEDIA INQUIRIES

2.2 MEDIA PROTOCOL: IF A REPORTER ASKS ABOUT YOUR WTC BUSINESS

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

EMAIL INQUIRIES

If you or a member of your team receives a media inquiry by email that aligns with the criteria outlined above, we strongly encourage you to refer the inquirer to the Communications team at WTCA Headquarters:



WTCA Press & Media Support
Media@wtca.org

PHONE INQUIRIES

If a reporter contacts you or your team by phone with an inquiry related to the above criteria, please refrain from providing an immediate response. Please ask the reporter for their full contact information (name, phone number, email, media outlet/publication and deadline).

Below is suggested language you can use to politely direct the reporter to the Communications team at WTCA Headquarters:

“Thank you for reaching out! Since this question pertains to the Association as a whole rather than WTC [INSERT YOUR CITY/REGION], I’m not the best person to assist. However, I’d be happy to forward your inquiry to the appropriate team member, who will follow up with you shortly.”

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



WTCA Press & Media Support
Media@wtca.org



Chanelle Dimalanta
Senior Communications Manager
cdimalanta@wtca.org
+1-212-432-2644

MEDIA INQUIRIES

2.2 MEDIA PROTOCOL: IF A REPORTER ASKS ABOUT YOUR WTC BUSINESS

IN-PERSON INQUIRIES

If you are speaking with a reporter in person and their inquiry falls under the above criteria, we recommend deferring the question to our team.

You can follow the same approach as for phone inquiries by politely requesting the reporter's full contact details (name, phone number, email, media outlet/publication and deadline) if you don't already have them. Once the interaction concludes, please forward the request to us.

Below is suggested language you can use to politely redirect the reporter:

"Thank you for your question! Since this pertains to the Association as a whole rather than WTC [INSERT YOUR CITY/REGION], I'm not the best person to assist. I'd be happy to forward your information to the appropriate team member, who will follow up with you."

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



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In general, common sense is the best guide. We know our Members are experts in their areas, and many have great experience dealing with the 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.

KEY MESSAGING

3.0 GENERAL WTCA KEY MESSAGING: DEFINING WTCA

The following outlines key messages, talking points and sample FAQs regarding WTCA. 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 WORLD TRADE CENTERS ASSOCIATION (WTCA)?

This often comes up during conversation, but when you need a formal description, please use the **legally approved boilerplate language below:**

World Trade Centers Association (WTCA) is a network of more than 300 highly connected, mutually supporting businesses and organizations in nearly 100 countries and territories. As the owner of the “World Trade Center” and “WTC” trademarks, 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 WTCA is to help local economies thrive by encouraging and facilitating trade and investment across the globe, creating an ecosystem built around commerce, community and connection. To learn more, visit www.wtca.org.

Tagline: “Connecting Businesses, **Globally.**”

Vision: WTCA is a global symbol for commerce, community, and connection — the world’s most trusted global brand facilitating international business connections and trade.

Mission: We believe that trade is the foundational, bridge-building force that creates bonds, accelerates business growth and prosperity, and strengthens the global community.

KEY MESSAGING

3.0 GENERAL WTCA KEY MESSAGING: DEFINING WTCA

At WTCA, we're building for the future of international trade. WTCA serves as a unifying ecosystem of trade centers and connections, fostering global business without bias, across communities, cities, and industries.

- **Promoting and Protecting WTCA's Brand:** Strengthening our brand to benefit WTCA Members and foster global collaboration.
- **Enhancing Global Network Quality:** Driving sustainable growth within WTCA's network with clear, impactful goals.
- **Expanding Global Presence:** Connecting engaged WTCA Members through trade services, real estate, and expanding into emerging markets.
- **Ensuring High-Quality Member Services:** Helping WTCA Members consistently deliver top-tier services to their business communities.
- **Leveraging Best Practices:** Sharing knowledge and expertise from experienced WTCA Members to drive innovation and growth.
- **Fostering Strong Communication and Sustainability:** Promoting effective communication, robust digital platforms, and financial sustainability to support long-term success.

Brand Story: When the sterling image of the World Trade Center (WTC) brand – emblazoned on one of its hundreds of prestigious locations – catches your eye, what do you think of?

Some will think of the physical locations, standing tall over the world's most important cities. Others will think of innovation and entrepreneurship, and the accomplishments of the Association's elite members. Still more will draw to mind its esteemed history, as the most influential hub of international commerce in the world.

Although WTCA is world-famous for many reasons, there remains one common thread through it all: building connections. WTCA builds connections and networks that are greater than the sum of their parts. It's a mutually-supporting ecosystem of businesses and individuals that is always growing, always learning, and always thriving: building the future of international trade.

Key Messaging: In the following pages, you will find key messages that work to answer the "who/what," "why" and "how" of WTCA. These key messages are overarching points about the organization used in marketing materials, interviews and other publicly facing materials.

KEY MESSAGING

3.1 GENERAL WTCA KEY MESSAGING: KEY MESSAGE ONE

KEY MESSAGE ONE

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

SUPPORTING POINTS

- **Diverse Member Base:** WTCA connects a wide variety of industries, fostering opportunities for dialogue and collaboration across sectors and regions worldwide.
- **Global Footprint:** With a presence on every inhabitable continent, including both developed and emerging markets, WTCA enables companies to access markets far beyond their local reach.
- **Independent Ownership:** As independent, locally owned and operated entities, WTC businesses are uniquely positioned to bridge connections in the face of evolving trade policies and international agreements.
- **Expertise and Resources:** Through WTCA's network, WTC businesses share a broad range of expertise, offering facilities and services in real estate, trade and economic development, and conferences and exhibitions.
- **Comprehensive Business Advantage:** WTCA Membership offers a strategic edge by providing access to a powerful global network that fosters connections across industries and markets. It enhances real estate transactions, boosts brand recognition, attracts foreign investment, elevates credibility, and offers a neutral platform for collaboration, helping businesses grow and expand with confidence on the global stage.

KEY MESSAGING

3.2 GENERAL WTCA KEY MESSAGING: KEY MESSAGE TWO

KEY MESSAGE TWO

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

- Spanning over 300 locations across nearly 100 countries and territories, WTCA is the premier architect of global success. An investment in a license elevates your business address to a symbol of unmatched global prominence.
- WTC-branded buildings are more than just structures; they embody a collective force of business innovators transcending boundaries of geography, language, and culture. With WTCA Membership, you're not just constructing a commercial property; you're building connections, creating momentum, and expanding global impact. You're forming bridges and opening new horizons for your business.
- Connect globally and thrive locally by standing tall in the world of real estate. This is the transformative power of WTCA. Accept our invitation to go beyond boundaries and shape the future of global commerce.
- WTC-branded real estate offers more than just physical space; it places you at the forefront of a global movement, providing unique advantages that drive recognition and sustained value in the competitive world of real estate.
- For more than 55 years, WTCA's brand has offered once-in-a-lifetime opportunities. Being the exclusive WTC license holder in your community means you stand at the center of the international business arena.

KEY MESSAGING

3.3 GENERAL WTCA KEY MESSAGING: KEY MESSAGE THREE

KEY MESSAGE THREE

WTCA supports its Members and their local business communities in growing and capitalizing on new global opportunities.

SUPPORTING POINTS

- WTCA is a network of “people who know people,” providing direct access to foreign markets and partners, effectively bypassing traditional barriers to entry. WTCA empowers its Members by providing the tools necessary to compete in today’s global market, leverage collaborative opportunities through its proprietary network, and capitalize on the value of the “World Trade Center” (WTC) brand.
- WTCA serves as a conduit for culturally diverse Members, fostering connections and mutual understanding to scale and operate more effectively internationally. For example:
 - » Business practices can differ significantly across countries and regions. By offering both virtual and physical spaces for connection, WTCA provides not only tools for operation, but also direct access to experts, business leaders, and companies in those markets.
 - » Beyond facilitating relationships among WTC businesses, local companies in cities with an active Member can gain access to this expansive network through collaboration with their local WTC business.

KEY MESSAGING

3.4 GENERAL WTCA KEY MESSAGING: KEY MESSAGE FOUR

KEY MESSAGE FOUR

As an **apolitical** organization, WTCA is uniquely positioned to connect people and businesses in the face of fluid trade policy and international agreements. Its mission is “Connecting Businesses, **Globally.**” WTCA’s apolitical nature also reinforces its role as a trusted convener of businesses across borders fostering trade, collaboration, and mutual understanding, even in times of geopolitical uncertainty.

SUPPORTING POINTS

- In a world of shifting trade and economic policies, WTCA’s access and global reach remain a constant. 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.
- As trade policy and international agreements continue to evolve, WTCA has the expertise and reach to provide Members and the public with a truly global perspective. Business practices vary greatly from country-to-country and region-to-region.
- By providing Members with places — both virtual and physical — to connect, WTCA not only provides tools to operate, but also direct access to experts, business leaders and companies in those markets themselves.
- Each WTC business operates as an independent license holder, allowing them to adapt to local needs in collaboration with their business communities. While some Members are more impacted by today’s economic climate than others, WTCA supports all through resources like workshops, data, and peer-to-peer connections to help navigate shifting trade dynamics.
- Official WTCA statement from 2025 WTCA Global Business Forum held in Marseille, France:
 - » WTCA is committed to promoting free and fair trade, open markets, and healthy competition. We believe these principles foster an environment that attracts investment, drives prosperity, and fuels economic growth. Through our global network of independent World Trade Center operations — built on trust and collaboration — we actively support these principles by facilitating international business connections and trade opportunities worldwide.

KEY MESSAGING

3.5 GENERAL WTCA KEY MESSAGING: KEY MESSAGE FIVE

KEY MESSAGE FIVE

WTCA is unique in its ability to help its Members grow their business while connecting local economies to global markets.

SUPPORTING POINTS

- WTCA connects businesses in a personal and tailored way, helping to overcome common obstacles they face.
- Members receive culturally sensitive, flexible resources to strengthen and expand their business ties, complemented by the deep value of the “World Trade Center” (WTC) brand.

PRESS RELEASE 101

4.0 PRESS RELEASE 101 PRESS RELEASE GUIDELINES

PRESS RELEASE GUIDELINES

A press release is an official statement issued by an organization to share specific information on a particular matter with the media.

Our natural inclination is to put every piece of information possible into a 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 capture interest and encourage the reader to learn more. Focus on addressing the main points of the news you are presenting. Because of this, headlines and sub-headlines are crucial — they should be concise, informative, and attention-grabbing, without being overly clever.

In many cases, media publications will reprint your press release word-for-word. However, they may not have the space or the inclination to publish everything and will simply publish the first paragraph or two. Because of this, always put the most important information at the beginning. Don't bury the lead!

The key components of a press release are:

- **Headline:** A concise, attention-grabbing statement that summarizes the news in a clear and compelling way.
- **Sub-headline:** A secondary line that provides additional context or highlights a key point from the headline.
- **Dateline:** The location and date at the beginning of the release that indicates when and where the press release is being issued.
- **Introduction (Lead Paragraph):** The first paragraph that answers the essential questions: who, what, when, where, why and how. It should provide the most important information right away.
- **Body Paragraphs:** Supporting details that elaborate on the information in the lead, including background information, statistics, quotes and additional context.

PRESS RELEASE 101

4.0 PRESS RELEASE 101 PRESS RELEASE GUIDELINES

- **Quote(s):** Statements from key spokespeople (e.g., company leaders or experts) that provide insight, credibility or a human element to the story.
- **Call to Action:** Information about next steps for readers, such as how they can get more details, attend an event or engage with your organization.
- **Boilerplate:** A brief paragraph at the end that provides background information about the organization issuing the release. It is used in every press release to give context about the company.
- **Contact Information:** Details for media inquiries, including the name, phone number and email of the person the press can reach out to for additional information.

Please always use 11pt Calibri (Body) font for the entire document, or another device-neutral font, to ensure your text displays correctly across all devices.

You may copy the headers and footers from the sample press release below, making sure to change the logo to that of your WTC business.

PRESS RELEASE 101

4.1 PRESS RELEASE 101 PRESS RELEASE EXAMPLES

PRESS RELEASE EXAMPLES

- **Announcing a new WTCA Member:** If your business would like to announce its launch as a new member of WTCA, please contact the Communications team at WTCA Headquarters before distributing any materials, including a press release, to the media. The Communications team will collaborate with you to develop and finalize announcement materials, ensuring alignment with WTCA branding and messaging, as well as looping in the regional PR team to help with additional media outreach. This process helps maximize the impact of your announcement and maintain consistency across the global WTCA network.
- **Press Release Example:** [WTC Kabul Opening Ceremony](#)
- **WTCA Member Forum:** Each year, WTCA develops a new Member Forum press release template, which can be utilized with your local media contacts. Please be sure to look for that updated version from Headquarters to utilize for any particular year.
 - **Press Release Examples:**
 - » [2024 WTCA Member Forum Assembles in New York City to Empower International Collaboration by 'Connecting Businesses, Globally'](#)
 - » [2024 WTCA Member Forum Advances Global Trade and Collaboration to Navigate the Ever-Changing Business Landscape](#)
- **Announcing News from your WTC Business:** Individual WTC Businesses often announce regional milestones such as building expansions, grant awards, new trade programs, or trade missions through press releases sent to local and industry media. For example, World Trade Center Arkansas announced a significant grant award that supports its mission to help Arkansas companies grow their international sales. This press release serves as a model for how WTC Businesses might share key news with media outlets.
 - **Press Release Example:**
 - » [World Trade Center Arkansas Secures STEP Grant to Advance Global Business Opportunities](#)
- **WTCA Global Business Forum:** Each year, WTCA develops a new Global Business Forum (GBF) press release template, which can be utilized with your local media contacts. Please be sure to look for that updated version from Headquarters to utilize for any particular year.
 - **Press Release Examples:**
 - » [WTCA's 55th Annual Global Business Forum to Convene in Marseille, France](#)
 - » [Over 400 Leaders from More than 50 Countries/Territories Attend World Trade Centers](#)

PRESS RELEASE 101

4.1 PRESS RELEASE 101 PRESS RELEASE EXAMPLES

[Association's 55th Annual Global Business Forum in Marseille, France](#)

- » [WTCA and WTC Bengaluru to Bring Newly Rebranded Global Business Forum to India for the First Time](#)
- » [Nearly 300 Leaders from 36 Countries/Territories Attend WTCA and WTC Bengaluru's 54th Annual Global Business Forum](#)

WTCA press release templates and samples can be found on the WTCA Resource Center [here](#). *Note: You must be logged into the WTCA Resource Center in order to access.* Official WTCA press releases can be found on the Press Page of the WTCA website [here](#).

Within these templates, you will find the official WTCA boilerplate approved by WTCA Headquarters' Legal team, to be used for all official communications. *Please do not modify the boilerplate!*

PITCHING 101

5.0 PITCHING 101

Media outreach — commonly referred to as “pitching” — involves reaching out to a press contact with the goal of introducing your organization or, ideally, generating positive media coverage. While this may seem straightforward, we now operate in an era where the news cycle is saturated, and reporters have limited bandwidth.

It is essential that your initial pitch is concise, attention-grabbing, factual and direct. Below are five key steps to help you craft an effective pitch about your WTC business, followed by an example.

DEVELOP A STORY ANGLE

The “angle” defines your story’s uniqueness or relevancy. Identify what makes the story important to your reporter and their readers. Once you have pinpointed this, condense it into one or two sentences to begin your pitch.

RESEARCH THE REPORTERS & THEIR OUTLETS

You’ve found your angle. Now, you need to learn what will make it appealing to a specific reporter. Remember, they are writing for a specific audience, so it is crucial to understand what kind of news their readers, viewers, or listeners want to consume. To do this, you must:

- **Figure out what topics they usually cover** (their “beat”). For example, do they write about business, technology, or local events?
- **Look at how they write.** Are they opinionated about certain issues, or do they focus on presenting facts?

How to Build a Media List:

1. **Start by identifying relevant reporters** — look for people who write stories similar to what you’re pitching. Check byline credits in newspapers, websites, or blogs.
2. **Collect their contact information** — many reporters include their email addresses on articles or their social media profiles.
3. **Group your list** into categories (e.g., local reporters, industry-specific writers) so it’s easy to send your pitch to the right people.
4. **Keep your list updated** by regularly checking to make sure reporters still cover the same topics or work for the same outlets.

Taking these steps will help you send your pitch to the right person, increasing the chances they’ll respond. Reporters appreciate pitches that are relevant to what they cover and respect their time. Avoid sending a generic pitch to everyone — it’s much better to be personal and specific.

PITCHING 101

5.0 PITCHING 101

PITCH

Write a short pitch (we recommend two to four brief paragraphs, at most), ensuring that all key information is placed up front. Remember, your goal is to make it easy for the reporter, so avoid jargon or industry-specific terms unless they are familiar with them through their work and writing.

Use the knowledge you gained from researching the reporter by referencing relevant stories they have written. This shows that you are attentive to their beat.

TIP

Tie your pitch to timely topics or current news, providing additional context that complements what's happening in the media.

FOLLOW UP

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

First, ask if the reporter saw your story idea. Second, ask if they are interested in covering it. If not, don't pressure the reporter. If they are uncertain, concisely reintroduce your idea to see if you can pique their interest.

SEND "THANK YOU" MESSAGES

It may sound insignificant, but if a reporter covers your story, send a thank you! You can do so via email. 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. You know your markets and contacts the best and might already have established media relationships. Use that knowledge to your advantage!

If you are interested in learning more about pitching or need support, please contact the Communications team at WTCA Headquarters (Media@wtca.org).

PITCHING 101

5.1 PITCHING 101 DISSECTING A PITCH SAMPLE

Dear **INSERT REPORTER'S NAME**,

I hope this message finds you well. I came across your recent piece about the business of water management, and **[EXPRESS A CONNECTION TO THE ARTICLE]**. As such, 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” (WTC), but behind that name is an organization called **World Trade Centers Association (WTCA)**.

WTCA is currently preparing to host its annual Global Business Forum, its premier annual event. The event acts as an engine of global economic development for its WTC businesses and their local members, and this year has a particularly strong focus on water management. This is a wonderful 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 **[INSERT COMPANY]** global leaders in the development of water technology. Both executives will be available for interviews alongside their WTCA 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]

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.

TIP

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

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

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

TIP

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

FURTHER SUPPORT

6.0 FURTHER SUPPORT

We must note that press outreach 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 need to build a network of contacts and craft the right story. Even then, there's no guarantee of press coverage. But don't fret — like anything else, pitching calls for persistence. Just because one reporter passes on your story doesn't mean another won't think it's exactly the story they've been hoping to find.

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



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