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# CES 2022 HOW TO TALK TO THE PRESS

By CNET staff

After going entirely virtual last year, CES will return to the Las Vegas Convention Center on Jan. 5-8, 2022, drawing exhibitors, attendees and media from around the world. Though it will be smaller than in pre-pandemic times, the world's premiere consumer electronics show is still a great stage for telling the technology world what your company has coming next. So whether you'll be in Las Vegas or experiencing the show virtually, here's how to talk to the press before and during CES.

- Don't wait until the show starts to send your news or product information. By that time you'll have too much competition to capture the press's attention. Instead, send your announcements as early as you can -- preferably by Jan. 3, 2022. Ask media outlets whether they accept embargoed information before sending it so you know they'll promise to keep it safe until CES.
- Research reporters and product reviewers to understand their beats and interest areas so you can target your news appropriately. For the same reason, it's best to know what kinds of news and topics a publication generally covers.
- Think visually! For products, always have photos available. Include them (the more, the better) with your press release or provide a link where they can be downloaded -- don't make reporters email you back and ask for them. The images should be of a high resolution and should show your product's features and design. Some outlets may also ask for video of your product and its features so prepare it ahead of time if you can.
- Think about how your news and products fit into current themes and trends, and craft your announcements to match.

- Remember you'll have a lot of competition at an event the size of CES. Be clear and specific about how your news or product is unique, new or conceptually unusual, and why it stands out from the competition.
- Be as detailed as you can with your news. Talk about the team and inspiration behind the product, its story, what it does and what problems it solves for people. For products in particular, include important specifications and details such as size, features, battery life, price and when it will be available.
- Not all reporters, even those on the ground in Las Vegas, will be able to attend every press conference. For those that can't make your event, consider offering a recording of it to watch later.
- If you can, offer both in-person and video product briefings. All briefings work better if you can show a product live -- hardware is always engaging -- but virtual may be the only option for some media.
- Make sure your company's public relations team (or another representative) is available to answer questions when you send your news. In other words, the contact listed on your press release shouldn't be out of the office that day. Similarly, have product experts and executives available to speak to reporters who request a formal interview.