

Dear Exhibitor,

This year's onsite Press programme promises to be very exciting. We have designed a number of opportunities for you to engage with the media onsite as well as to get your news across in a structured manner to increase likelihood of publication.

The following activities/ opportunities have been identified for the Press during their WHIT 07 experience:

PRESS ROOM OPENING HOURS

DAY	OPEN	CLOSE	COMMENT
SUNDAY 21 September	14h00	17h00	For exhibitors to deliver their Press materials to your Press bins
MONDAY 22 September	14h00	18h00	Open to Press for registration
TUESDAY 23 September	07h45	18h00	Open to Press for registration and working
WEDNESDAY 24 September	07h45	18h00	Open to Press for registration and working
THURSDAY 25 September	07h45	18h00	Open to Press for registration and working
FRIDAY 26 September	CLOSED	CLOSED	

Please note that only those wearing a Press badge are allowed to enter the Press Room and use the facilities from Monday 22 September. There will be a member of the WHIT Media team on reception at the Press Room at all times to answer any of your queries and to help you find any journalists you may want to contact independently.

PRESS ONSITE PROGRAMME

We have designated a particular theme for each day of the conference so that the Press can feel more engaged in the proceedings and identify with the various aspects of the conference and exhibition. Each day will have the following elements:

1. "Press soundbite"
2. Interview room slots (to book the interview room, please contact the media team jacqueline.bowman@worldofhealthit.org)
3. Podcast slots with our videographer (please complete the photographic services form if you'd like to reserve time at any point during the event.)
4. Daily highlight bulletin sent out to all media

Please complete the table below and return to the media team with your interest in booking/ participating in the various slots open to you.

Monday, 22 October - "Expert Dialogue"

Time slot	Press engagement opportunity	Company interest (please include name of company)
15h00 – 15h15	Podcast with videographer	
15h45 – 16h00	Podcast with videographer	
16h30 – 16h45	Podcast with videographer	

Please note that the podcast will be a short interview conducted by a member of the media team to ask you three key questions related to what your company is doing at WHIT and why you're here. We would also like to know particularly about any of your news stories.

The podcast will be edited and will be posted to a number of websites by the next day. You will also receive a copy for your organisation's dissemination.

Press Highlights document produced and sent via email to Press contacts (1 page recto verso).
Please provide us with your story !

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Tuesday, 23 October - "Making large strides"

Time slot	Press engagement opportunity	Company interest (please include name of company)
10h30 – 11h30	Press tour around exhibition – brief tour so that they can see what's there and make appointments). Opportunity for exhibitors to have a spokesperson on the stand.	Please let the media team know who will be your spokesperson on the stand
11h00-11h30	Photographer/ videographer available for booking by exhibitors	Please complete the photography/ videography form
16h30 – 18h45	Photographer/ videographer available for booking by exhibitors	Please complete the photography/ videography form
17h00 -17h30	Press sound bite – Standards Speaker 1 – 5 mins Speaker 2 – 5 mins Speaker 3 – 5 mins Speaker 4 – 5 mins Q&A from the Press – held in the Press Room	Please provide information to the media team if you're interested in having a speaker.



Tell us your standards story.

Wednesday, 24, October – “The Main Parade”

Time slot	Press engagement opportunity	Company interest (please include name of company)
10h30 – 11h30	Interview room available Photographer/ videographer available	Please complete the photography/ videography form
12h30 – 13h00	Press sound bite HIMSS EMEA Press briefing on survey results Speakers TBD by Alec Walker- Love	
16h30 – 18h45	Photographer/ videographer available for booking by exhibitors	Please complete the photography/ videography form

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Please provide us with your story !

Thursday, 25 October – “eFuture is here and now”

Time slot	Press engagement opportunity	Company interest (please include name of company)
10h30 – 11h30	Interview room available Photographer/ videographer available	Please complete the photography/ videography form
12h30 – 13h00	Press sound bite – ePrescribing	



	Speaker 1 – 5 mins Speaker 2 – 5 mins Speaker 3 – 5 mins Speaker 4 – 5 mins 1. Q&A from the Press – held in the Press Room	
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Tell us your ePrescribing story.

Media team contacts:
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