

Business as a medium

WUM

Blum.
Business
as a medium

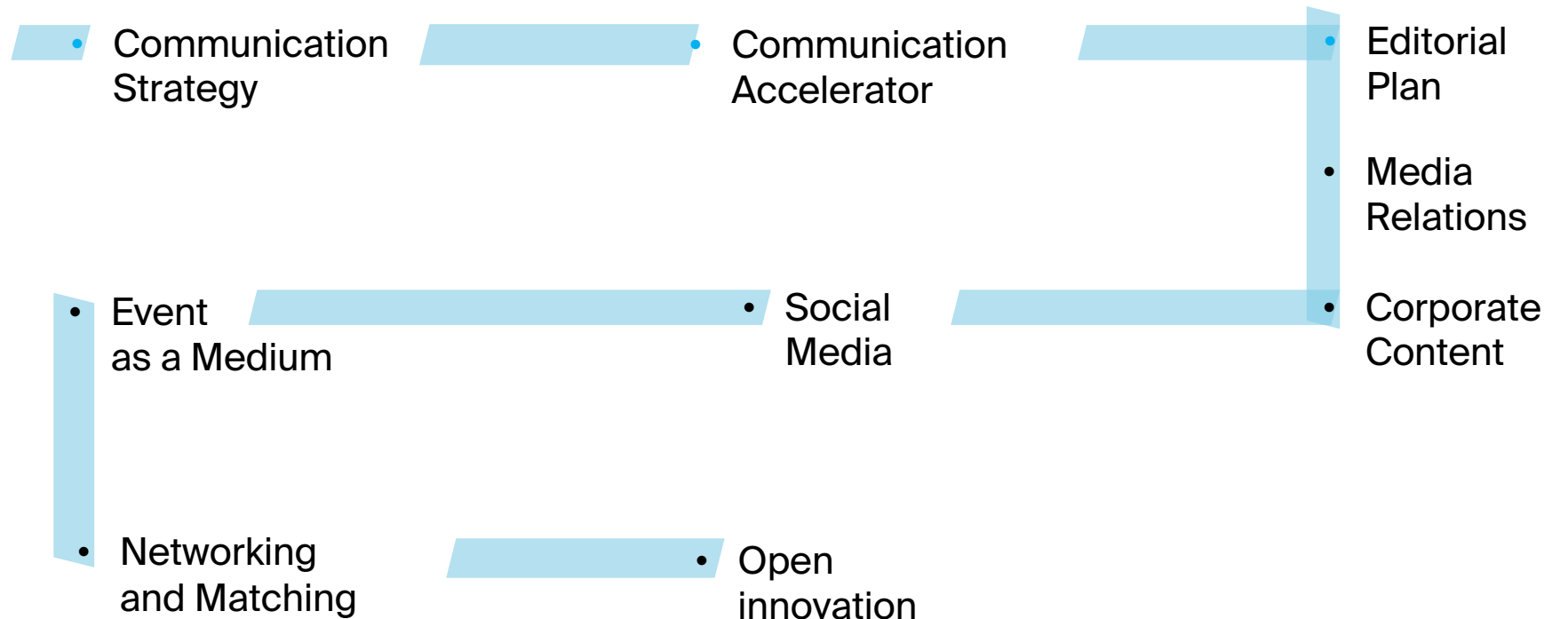
We communicate innovation (fact)

**We build business opportunities
through communication** (effect)

- **Corporate communication strategies and tools**
- **Press office and media relations**
- **Events and lead generation**

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Business
as a medium

Our value chain



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Business
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What we can do for you

- media relations
- press conferences
- press releases
- editorial plans
- press tour
- podcast
- articles
- newsletter
- event planning
- webinar
- innovation village
- startup competition
- equity crowdfunding campaigns
- live event coverage
- books
- print and online magazines
- social media
- management
- advertising planning
- press review
- meeting moderation...

Our customers

- Industry, services, research, training, administration, professions, technology transfer. With a strong drive toward innovation.

blum.vision

LEITNER®



e-novia



ZANZE XVI



REPOWER

Pinotti



BERING
CONSULTING GROUP

sace simest"
gruppo cdp

Adecco
Formazione

fòrema
SOLUZIONI DI VALORE DAL 1983



3634

Press office: 2021 results

news published in 2021 thanks to our media relations



123 hours

Events: 2021 results

of live events produced in 2021



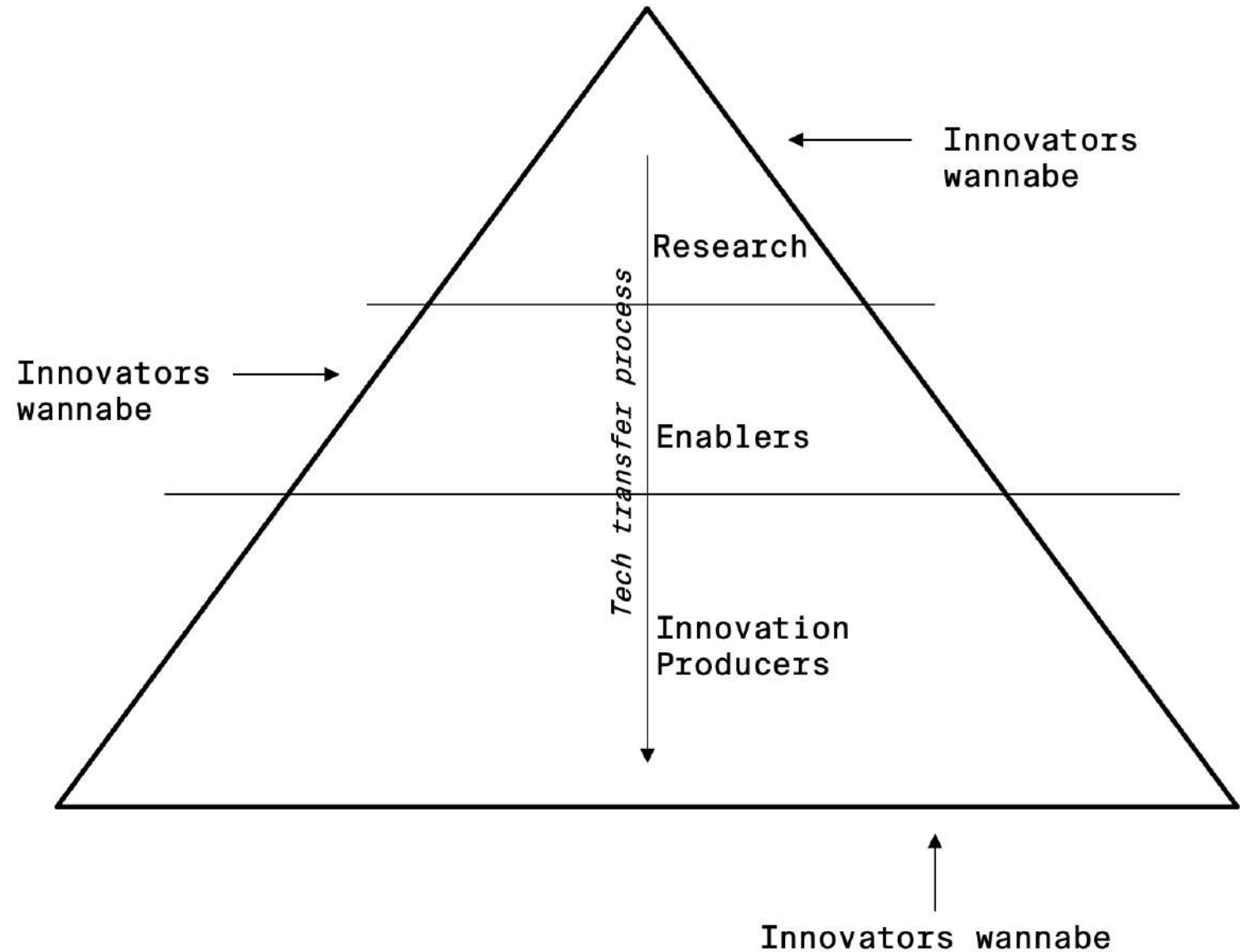
online events | in-person events
innovation village | twitch livestreams
clubhouse livestreams



A foothold in the innovation market

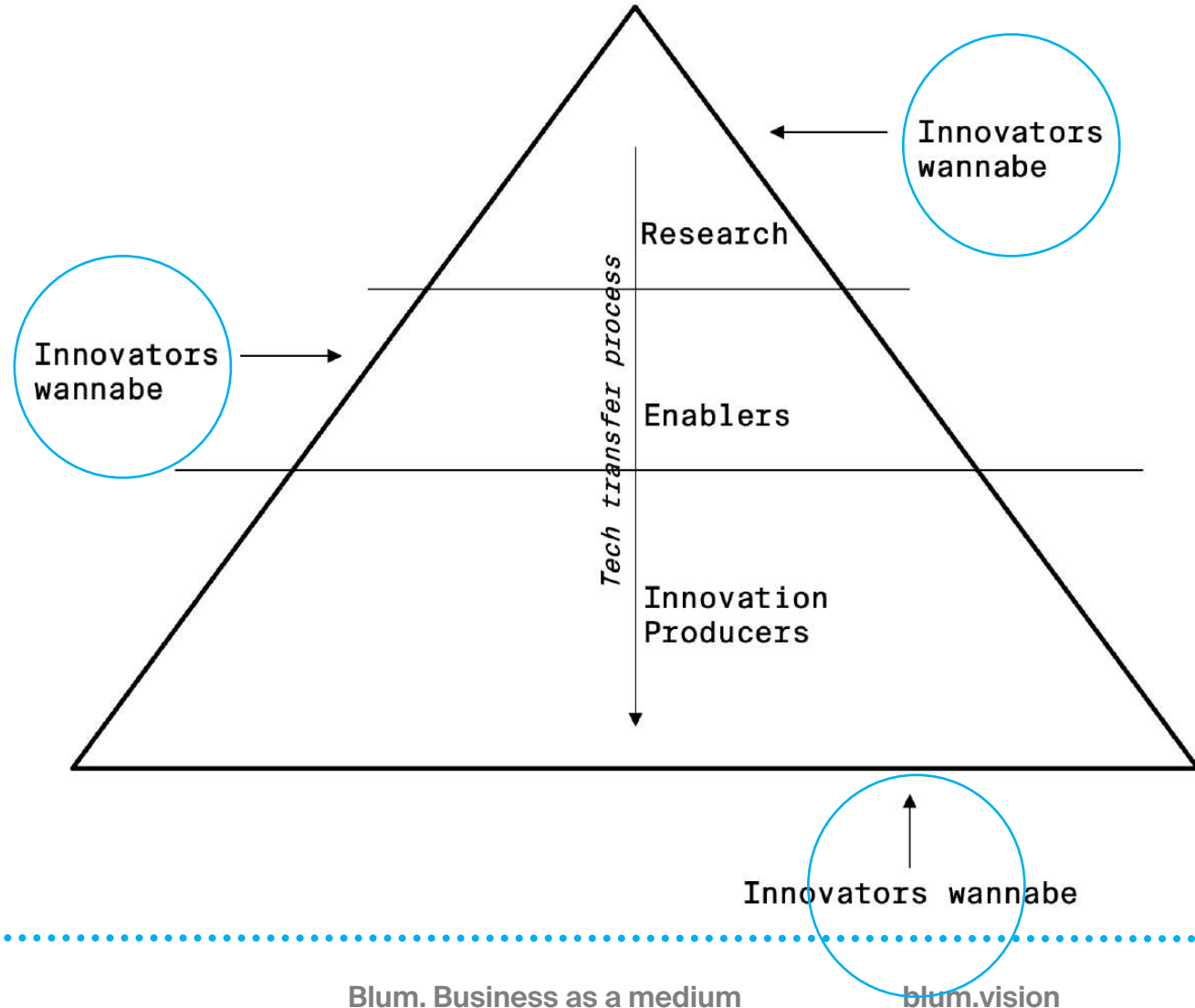
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The Innovation Pyramid



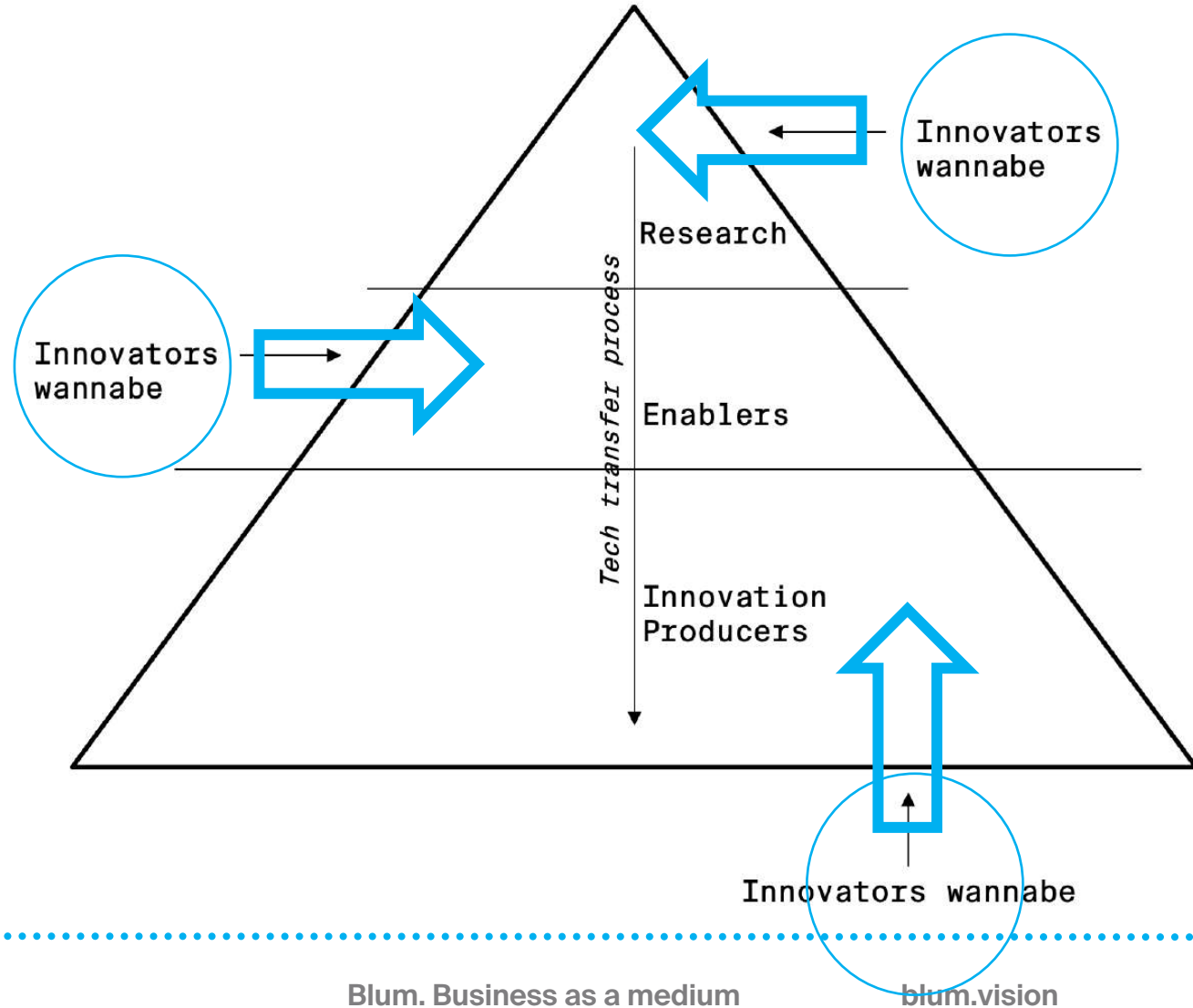
The
Innovation
Pyramid

Wannabe innovators



The
Innovation
Pyramid

Entering the Pyramid



The
Innovation
Pyramid

**Every organization
can be a medium**

(a genuine information provider)

What are the main features of a medium?

Offer of original value content, not directly self-promotional

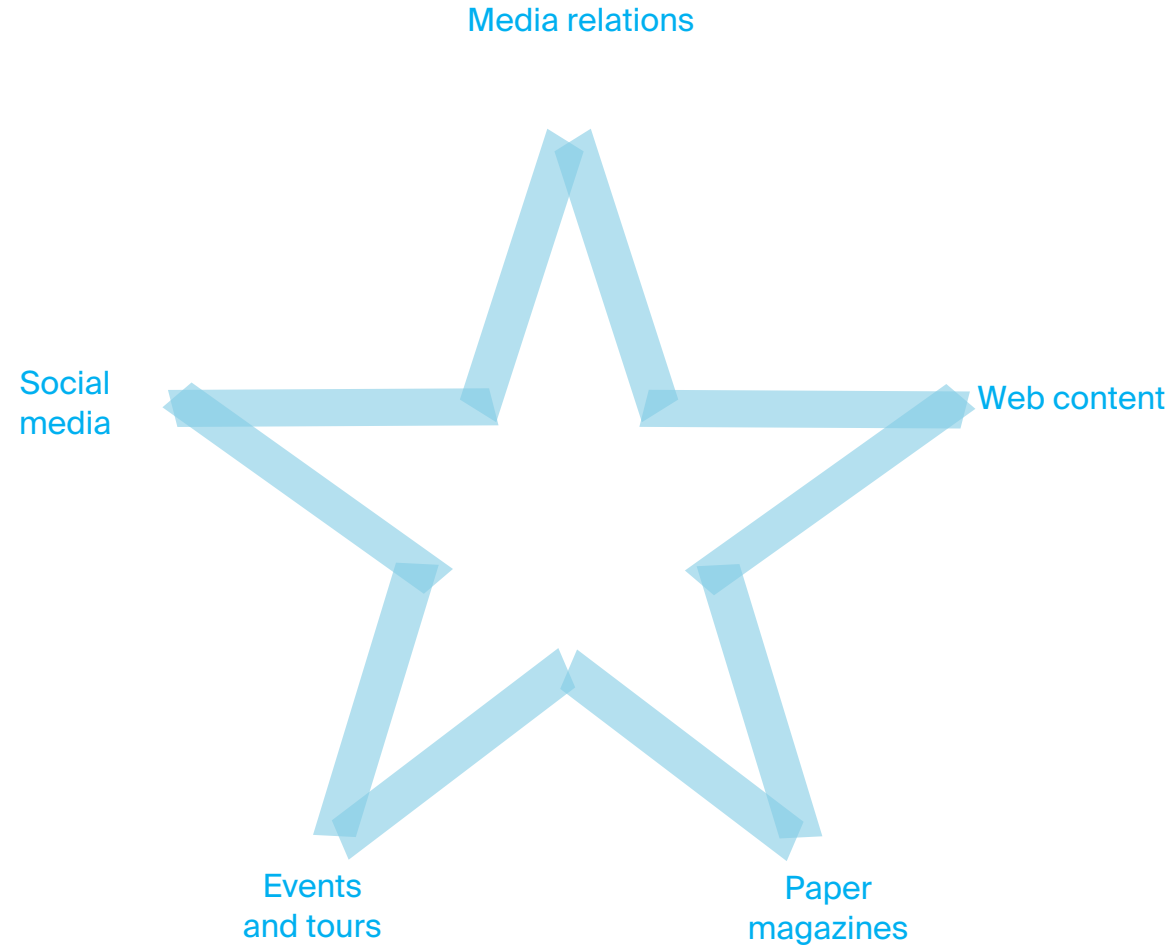
- Good timing in the dialogue with the audience
- Authoritativeness
- Two-way communication

Positive effects for the company that becomes a medium

- Being perceived as a third-party, independent 'competence hub'
- Network building: relationships with stakeholders are established from a different perspective
- Growth in organic traffic: qualitative investment that lasts over time

A diagram

How to become a medium



Newsmaking and Newsworthiness

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Newsmaking

**The first step:
creating newsworthiness**

What is news?

Newsmaking

Newsworthiness

criteria

Newsmaking

hard news
soft news

“News values” or newsworthiness criteria

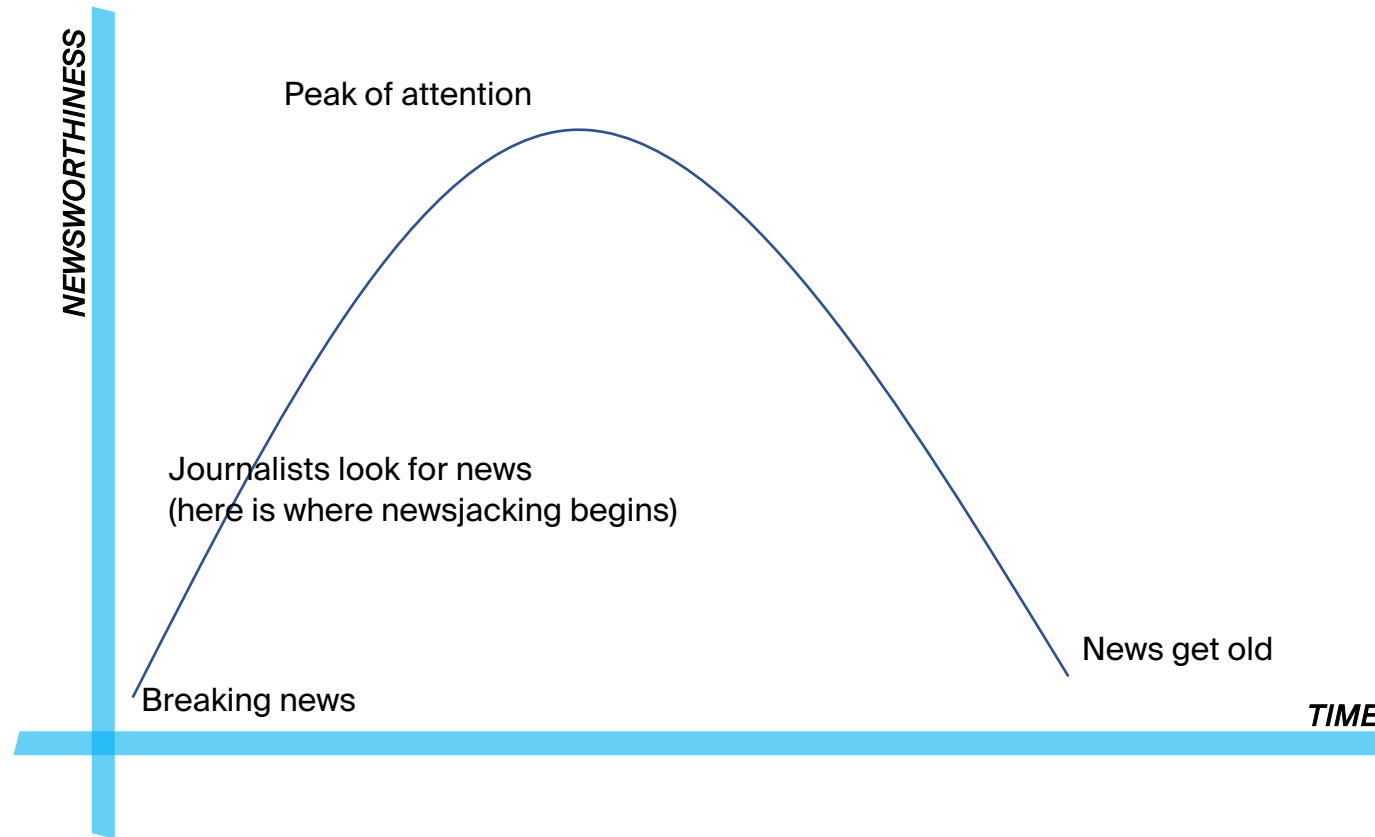
1. News
 2. Proximity (physical or metaphorical)
 3. Dimension
 4. Communicability
 5. Drama
(bad news is good news)
 6. Conflict
 7. Practical consequences for the reader
 8. Human interest
 9. The idea of progress
 10. Social prestige
- BONUS: Sustainability

Newsworthiness criteria > innovation standards

What typical characteristics do news from start-ups, innovation, science, technology respond to?

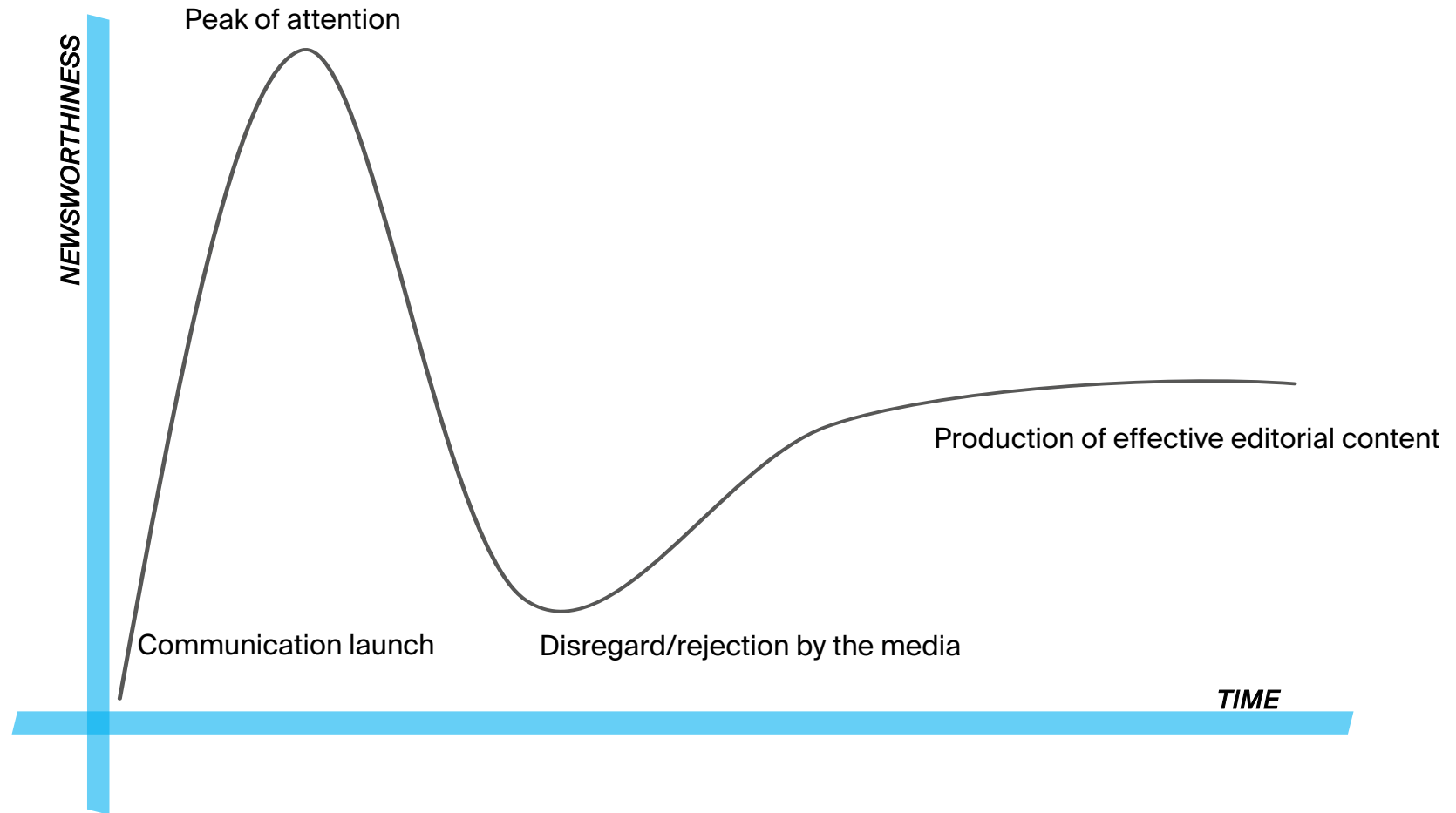
1. News
 2. Proximity
 3. Practical consequences for the reader
 4. The idea of progress
 5. Human interest
- + Sustainability

Newsworthiness curve of regular news

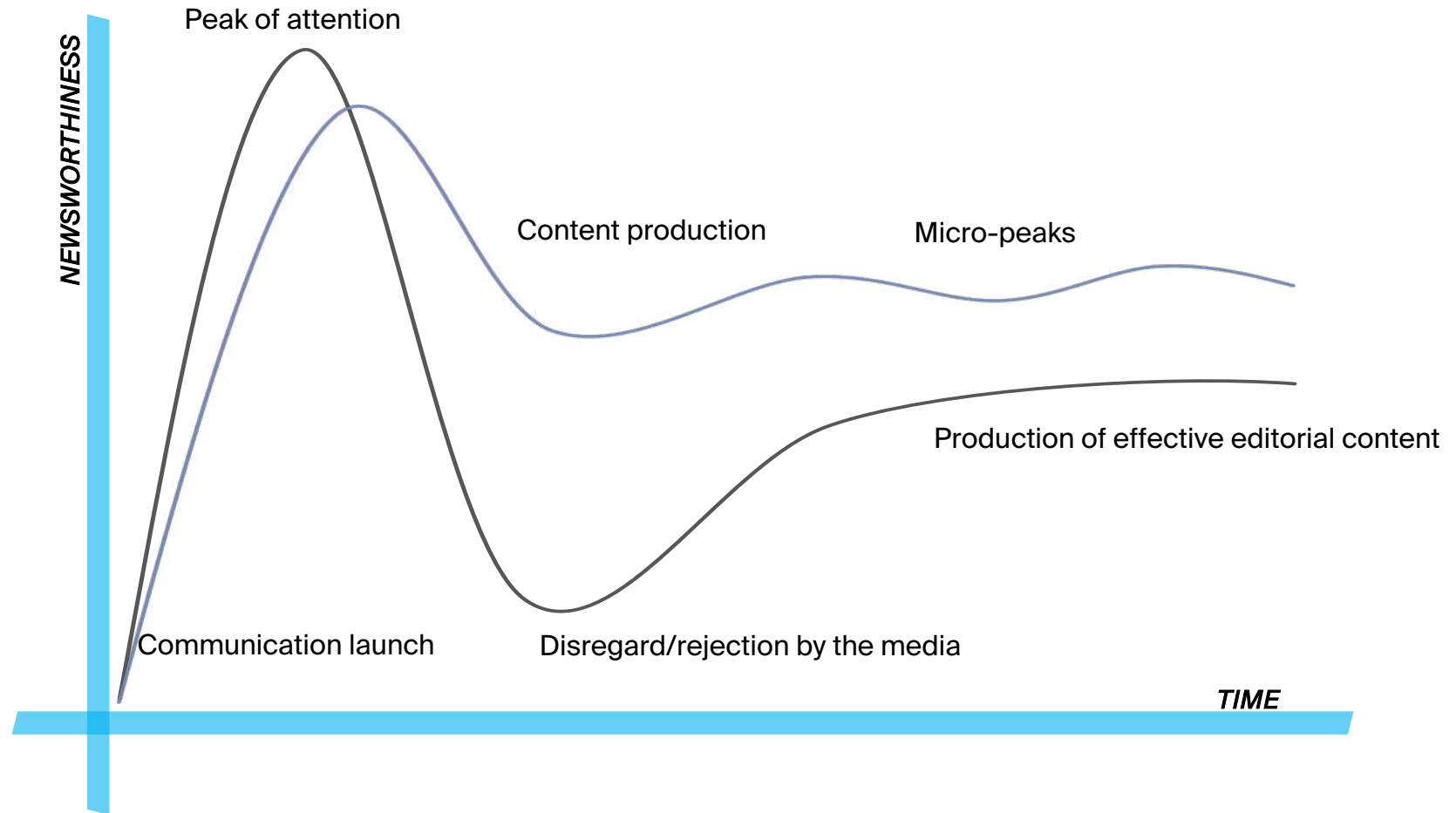


*newsworthiness: ability to generate interest regardless of advertising investment

Innovation newsworthiness curve



Innovation newsworthiness curve



Startup as a medium

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Startup
as a medium

Is my innovation interesting?

- Is it REALLY new?
- How many people does it involves?
- Easy-to-tell?
- Does it solve big pickles?
- Sci-tech related?
- Does it solve conflicts?
Does it generate conflict?
- Practical consequences?
- Got stories behind your team?
- Got testimonials?

Startup
as a medium

Creating a Community through Communication



Identify



Verify



Plan



Tell

Startup
as a medium

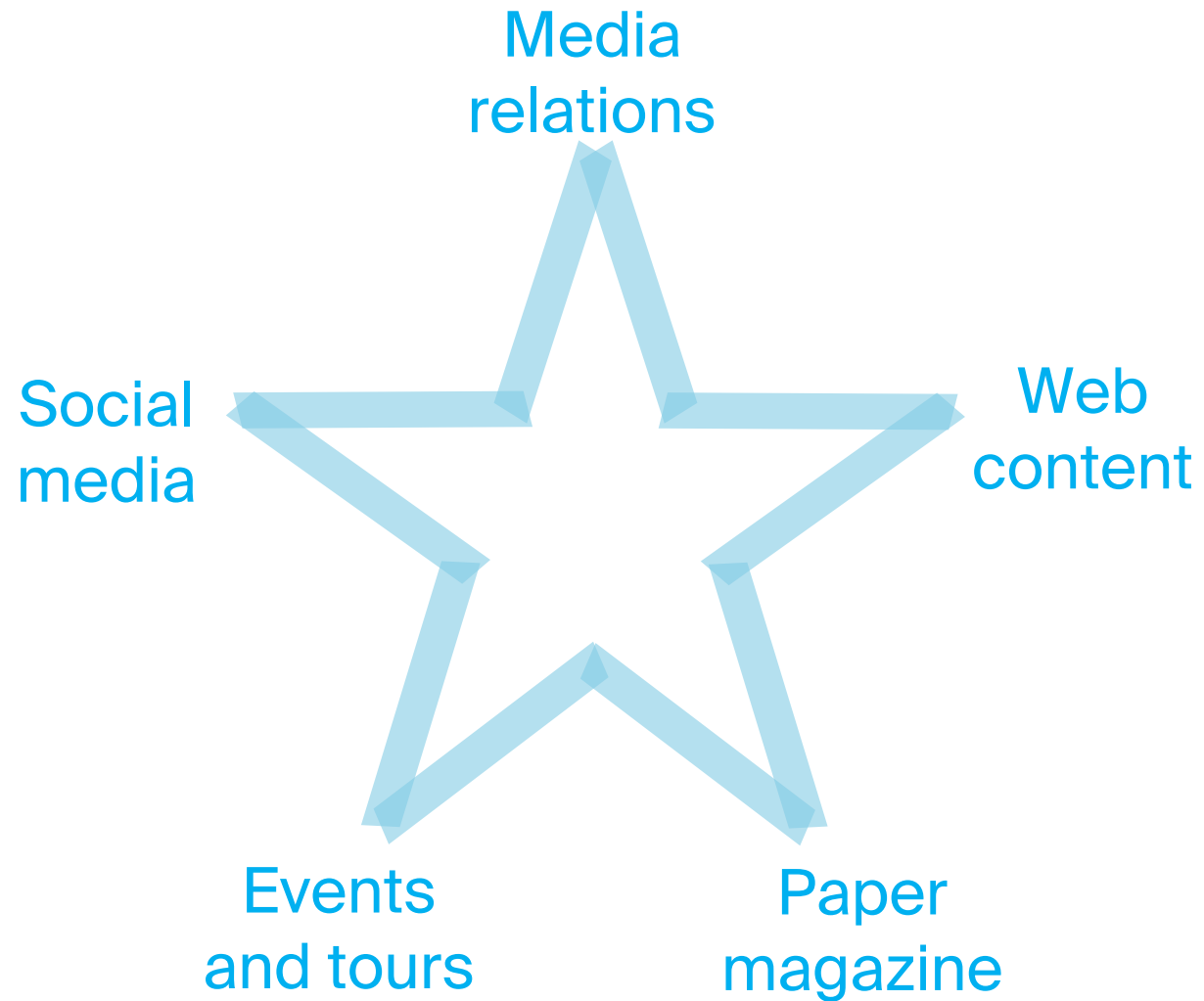
Being a medium: main features

- Valuable original content (no self-promotion)
- Frequency in dialogue
- Authority
- Two-way

and effects:

- Becoming a "Competence center"
- Networking
- Traffic growth

Innovation as a medium



Creating a Community through Events



Build online
Meet offline

Tricks

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Evitare balle per non creare bolle



Evitare balle per non creare bolle



From
exaggeration
to
distrust

Premises and Promises



Growing up as authoritative as we can be

- Go deeper, ask questions, cross sources, check competitors
- «We are the first in Italy/in the world/in the Universe»
- Bullshit... generate low-value leads
- You bright? Make others say so (references and testimonials)
- Look for awards
- Talk about collaborations with universities and research centres
- Patents
- Investments
- Goals achieved

Beware of the own goals!

 **LabLaw Studio Legale Rotondi & Partners** ...
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#LabLaw Studio dell'anno Lavoro!
Siamo orgogliosi di poter annunciare che #LabLaw ha vinto il premio come "Studio dell'anno Lavoro" ai TopLegal Awards 2021, con la seguente motivazione: "Stimato per la proattività e la lungimiranza con cui affianca i clienti. Come nell'assistenza a GKN per la chiusura dello stabilimento fiorentino e l'esubero di circa 430 dipendenti".
Lavoro di #squadra, #passione e #dedizione, questi i valori nei quali crediamo e che ci spingono a voler raggiungere traguardi sempre più alti.
[#GoAheadLabLaw](#)

[Francesco Rotondi](#)



Forced to shut down their social channels for having talked about the reasons for a truly won prize...

What did they do wrong?

Your Pitch is a News

- **Why**
what's the problem?
- **What**
what do you propose to solve it
- **Where**
on which platform
- **When**
what are the milestones of the project
- **Who**
present your team

AirBed&Breakfast

Book rooms with locals, rather than hotels.