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
Our value chain

Business as a medium

- Communication Strategy
- Communication Accelerator
- Editorial Plan
- Media Relations
- Corporate Content
- Event as a Medium
- Social Media
- Networking and Matching
- Open innovation

Domenico Lanzilotta
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

- advertising planning
- press review
- meeting moderation

Domenico Lanzilotta
Our customers

• Industry, services, research, training, administration, professions, technology transfer. With a strong drive toward innovation.
Press office: 2021 results

news published in 2021 thanks to our media relations
La nuova stagione di Dolomiti Superski: le novità, gli impianti, le garanzie per tornare a sciare in tranquillità. E una soluzione tecnologica immersiva che consente di vivere in maniera sorprendente l'esperienza delle Dolomiti. In montagna, nel cuore di Milano.

GIOVEDÌ 11 NOVEMBRE, ORE 12.00
CONFERENZA STAMPA
PHYD HUB, VIA TORTONA, 31, MILANO

BENTORNATE
DOLOMITI
LA MONTAGNA
NEL CUORE DI MILANO.
A foothold in the innovation market
The Innovation Pyramid

Innovators wannabe

Research

Enablers

Tech transfer process

Innovation Producers

Innovators wannabe
The Innovation Pyramid

Wannabe innovators

Innovators wannabe

Research

Enablers

Tech transfer process

Innovation Producers

Innovators wannabe
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
How to become a medium

- Media relations
- Web content
- Social media
- Events and tours
- Paper magazines
Newsmaking and Newsworthiness
Newsmaking

The first step: creating newsworthiness

What is news?
Newsmaking

Newsworthiness criteria
Newsmaking

hard news
soft news
Newsmaking

“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

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Newsmaking

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

- Peak of attention
- Journalists look for news (here is where newsjacking begins)
- Breaking news
- News get old

*newsworthiness: ability to generate interest regardless of advertising investment*
Newsmaking

Innovation newsworthiness curve

- Communication launch
- Peak of attention
- Production of effective editorial content
- Disregard/rejection by the media
Newsmaking

Innovation newsworthiness curve

- Peak of attention
- Content production
- Micro-peaks
- Production of effective editorial content
- Communication launch
- Disregard/rejection by the media
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?
Creating a Community through Communication

1. Identify
2. Verify
3. Plan
4. Tell
**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

- Media relations
- Social media
- Web content
- Events and tours
- Paper magazine
Creating a Community through Events

Build online
Meet offline

Martedì 25 ottobre 2022 dalle ore 10.00
Centro Culturale Altinate S. Gaetano | Via Altinate, 71 - Padova
Evitare balle per non creare bolle
Evitare balle per non creare bolle

SpaceX Has Turned Its Hyperloop Test Track Into an Employee Parking Lot

I can see the future: it is people walking at three miles per hour across asphalt to get to a building.

by Jason Casken

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!

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.