

ASLA Public Relations Guide

ASLA TEAM ROLES

Manny Gonzalez, Director, Communications, and Marketing

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Manny works with press registration, facilitates press interviews, runs the press room, coordinates with the host chapter and exhibitors on press relations, promotes the conference through newswires, releases, and other press materials, and handles media follow-up. Manny will appoint an ASLA team member to oversee the ASLA national social media accounts.

PR FOR THE CONFERENCE ON LANDSCAPE ARCHITECTURE

- The public relations objective is to increase awareness of the ASLA 2022 Conference on Landscape Architecture to various audiences. These audiences include (but are not limited to): media, allied organizations, industry media, lawmakers, and the public.
- Members of the press are invited to attend the conference free of charge so they can cover our events, our members, and our exhibitors. Tactics for the promotion of the conference, its events, and its speakers are varied and are deployed over months preceding the event. They include (but again, are not limited to): Newswires/press releases announcing major deadlines (registration opening, early-bird deadline, etc); social media promotion of sessions, special events, speakers, and Legacy Project; full website and targeted pitching to journalists.
- Coordination between the Host Chapter and ASLA National Staff is essential to optimize our efforts and maximize coverage. Monthly calls between the appointed Host Chapter Conference Communications Committee and ASLA team members will commence the month preceding the opening of registration and continue through the conference, with additional calls as needed.

ACTION ITEMS TO CONSIDER FOR THE CHAPTER

- Please share a list of local/regional/state media and let us know whether you are comfortable contacting local press, have communicated with local media members in the past, or employ or have employed a local PR professional. Compile a list of any Op-Eds, articles, or other materials the chapter or its members have had published in the recent past, and think about which members might be willing to author pieces about the conference over the coming months.

SOCIAL MEDIA

- The chapter should help promote deadlines and local aspects of the Conference on Landscape Architecture on social media.
- Local angles would include highlighting field sessions and chapter members who are presenting.
- The event hashtag is #ASLA2022.

PRESS PASSES

- Press registration begins once registration opens and the Conference on Landscape Architecture website is launched. Refer press to Manny Gonzalez, who will work with media members to verify their credentials and ensure they are appropriately registered.
- Press passes give holders free access to all general and education sessions, the EXPO floor, and the press room. Holders must pay for field sessions and ticketed events.
- The press room provides space for interviews. It has been used in the past for podcasts And print/video interviews.

PHOTOGRAPHY & VIDEOGRAPHY

- We encourage attendees to document their experiences on social media. We also want to be able to work with TV/video crews.
- Official photographers will be onsite taking authorized images, which will be provided to the media.

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Marketing for the Conference on Landscape Architecture

- One marketing objective is to ensure brand messaging for the ASLA 2022 Conference on Landscape Architecture adheres to national guidelines and multiple competing promotions from other departments are coordinated into an overarching marketing strategy.
- Another objective for marketing is to expand advertising and outreach for two separate audiences, exhibitor sales, and conference attendance. While maintaining existing relationships, we work to build new audiences and industry providers including the media.
- Tactics in achieving these objectives: website, social, email, print, direct mailing promotional materials nationally and internationally through ASLA resources and external press and external conference partnerships.
- Plan on connecting via a conference call late winter, with additional calls as desired or needed.

ACTION ITEMS TO CONSIDER FOR THE CHAPTER

- Please distribute printed onsite brochures and sales marketing kits at local chapter events.

Also coordinate with national mailing these materials with key local partner chapters such as APA, AIA, NRPA, ahead of the early bird registration.

- Consider developing local media in-kind partnerships with local firms, press for conference promotion; marketing can assist with the development of outreach and contract development.
- Promotions are critical ahead of both the early bird and advanced rate deadlines.

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