



MEDIA ON SITE

Overview: The Communications Team would like to leverage use TEAM Polycom as an opportunity to engage with the media more directly and carry forward our wider 2015 media activities/wins. In part, that would be rolling out the red carpet for some of our top journalists. This presents an opportunity for reporters to see Polycom in alongside our top alliance, channel and technology partners

Strategies:

- Engage key reporters we want covering Polycom throughout 2016
- Illustrate power of Polycom's channel strategy, program, and competitive differentiators.
- Provide media with select Polycom demonstrations and briefings with executives and top partners
- Reinforce overall TEAM Polycom Communication Objectives

Objectives:

- Build stronger relationships with key journalists
- Develop 5-10 stories timed around or post show to generate future interest from additional media
- Provide media with in-person third-party resources for current and future stories

Tactics

- **Future of WorkForbes Jacob Morgan:**
 - Fly Jacob Morgan, head of the FOW and Forbes Magazine contributor, to Nashville to participate in the following activities:
 - Serve as a keynote guest of a Polycom executive (Jim Kruger) (~\$5-10k)
 - Record podcast from Nashville (live or on-demand) that gives a tour of the show floor and interviews key executives including Peter, Michael Frendo and Ashan (\$15k)

- Convey the role of partnerships in the Workplace of the future. Help partners understand the benefits to their customers and their bottom line. Reinforce partnerships as a competitive differentiator and a way to extend success
- **Media attendees get the Red Carpet:**
 - Select 1-3 channel reporters and one top business reporter as getting the red carpet treatment at TEAM Polycom. Global/regional reach will determine invited press
 - Reporters on site would receive:
 - Interviews with Polycom executives including Michael Frendo, Peter Leav, Ashan Willy and Chris Jones
 - Discussions would tie back to:
 - Polycom's reinvigorated approach in the market
 - Innovations Portfolio
 - Company channel strategy and how it reinforces our go to market approach
 - Reporters would also receive:
 - Product demonstrations in the EXPO
 - Exclusive event with Polycom select executives and or tech experts. PR/Comms team will work with analyst team to align activities on site.
 - Opportunity to meet with and interview select partners Receive news of awards and other announcements ahead of non-attending journalists
- **Exclusive coverage of TEAM Polycom Partner Contest:** Generate awareness for post event actions and external news coverage. Contest will be based on unique applications and real world examples of Polycom + Partner success. Hype the contest in the conference guide, onsite etc. and within post event communications to partners and press.
- Securing Theater support and funding is an outstanding dependency that will be reconciled in Q4 2015