Engaging with Press at HIMSS20

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About Us
Agenda

• Background on press
• The ever-popular press list
• Accessing the online press room
• Accessing the media interview room
A Few Fun Facts

• **200** reporters receive press credentials for the Global Health Conference. Press needs to opt-in to have their information shared.

• There are more than **1300** exhibitors.

• According to our annual survey, most reporters booked their calendars **90** days before the conference.
PSA from Press attending HIMSS20

- Know who you are pitching and why.
- At least try to read a recent article I have authored.
- Please don’t spam me.
Coverage Highlights

STAT
Once an insider’s domain, health IT conference embraces consumer tech giants

ewEEK
Health Care Still in Hacker Cross-Hairs, but Defenses Improving

HealthLeaders
6 WAYS TO HONE YOUR INNOVATION APPROACH

MedCity News
Superheroes kick off #HIMSS19

THE NATIONAL LAW REVIEW
HIMSS19 Kicks-Off Addressing Leading Topics in Healthcare Information Technology

HEALTH IT SECURITY
Phishing, Negligent Insiders Leave Healthcare Vulnerable, HIMSS says

HealthTech
HIMSS 2019: Cybersecurity Is a War — Here’s How Providers Can Fight Back
Press Room at HIMSS20
When We Release the Press List

- December 15
- January 15
- February 15
- March 1
- We do not do a post-conference press list release
- And please don’t call for the list, we will never share the list to individuals or PR firms.
Virtual Press Room: A Good Place to Message
Accessing the Online Press Room

• HIMSS has partnered with Intrado Digital Media and their GlobeNewswire product for press release distribution.
• Register for your GlobeNewswire account using this URL: https://www.globenewswire.com/PublisherRegistration
• Only releases posted through GlobeNewswire will appear in the official online press room
Don’t Forget about Social Media

• #HIMSS20

• Target your reporters and follow them on social media
Questions?

• Have a good PR lead. Or contract one out.
• Say something purposeful.
• Plan ahead. And think beyond HIMSS20.
• Look to us for ideas: kgroppe@himss.org