



2018 ENRICH in the USA Application PR/Media Training & Support Details

1. Funding

The top 10 applicants will participate for free. If they meet the criteria, 10 additional innovators can be accepted at the subsidized price.

2. Application process

Link to apply: <https://www.f6s.com/prmediatrainingandsupport/apply>

This is a rolling submission process; applications will be processed as received.

ENRICH in the USA staff will assist with questions or portal issues for applicants. Besides basic information, applicants must mark a checklist for actual criteria and must complete each section of the application.

In F6S, the applicants are asked to register themselves and fill in general information, personal information (such as name, institution, organization type, contact details, and specific questions referring to the organization type).

You will need to complete all required questions in the F6S application form before you are allowed to submit.

3. Evaluation and Selection Process

The fundamental principles governing the evaluation of the applications are:

- **Transparency:** The process for selecting applicants will be clearly described and made available to any interested party.
- **Fairness and Equality of treatment:** All applications shall be treated alike, irrespective of where they originate or the identity of the applicants.
- **Ethical and Legal considerations:** Any application that contravenes ethical principles and legal regulations may be excluded from being evaluated and rejected at any time.

The evaluation process is only based on the online F6S Application.

F6S Application

The evaluation panel for your online application is a committee of ENRICH in the USA representatives and ENRICH in the USA Ambassadors – including PR/Media experts, and Research and Innovation consultants. Your panel will count 2 or 3 evaluators.

Below please find the detailed rubrics the evaluation panel is using to score your application and to provide thorough and fair review.

The average score will be out of 5, and will be only based on the F6S online application.

As this is a rolling submission process, applications will be processed as received.

Applications with total score ≥ 4 – The first top 10 innovators will qualify for a fully funded program, including one PR wire campaign (e.g. via Newswire or Globe Newswire). The others will qualify to participate at the program at a subsidized price of 750 €.

Applications with total score ≥ 3 – 10 additional innovators could qualify to participate at the program, at a subsidized price of 1250 €.

Applications with total score < 3 will be rejected.

4. Review Rubrics - Questions

a. The plan

Evaluation of your strategy / motivation to promote your innovation during the event you selected. Will ENRICH in the USA PR training and support increase your impact and help you to reach your goal?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly articulated his/her strategy, and shown high level of preparation for the chosen US event (e.g.: was invited to be a panelist after submission of a proposal, was selected to present a poster, was selected to pitch, ...) - Demonstrated that his/her needs will be met by the ENRICH service proposed 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Articulated some of his/her strategy and shown some preparation for the chosen US event (e.g.: planning of a booth, signing up for a matchmaking platform, ...) - Demonstrated that some of his/her needs will be met by the ENRICH service proposed for his/her organization in the short to mid-term 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Poorly demonstrated that some of his/her needs will be met by the ENRICH service proposed - Poorly demonstrated that there is a plan or preparation

b. The event

Is the event you selected the best place to promote and present your innovation?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Chosen a relevant international or national event, with high impact - Clearly articulated why the event chosen is the right venue to promote his/her innovation 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Chosen a relevant national/regional event, with some national impact - Justified the choice of the event 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Chosen a non relevant event or a local event with only local impact - Poorly justified the choice of the event

c. Collaterals

Review of your collaterals (in English): Biography(ies), CV(s), Resume(s), Website, Scientific Publications, Brochure, Marketing materials, Product data sheet, white paper, past press releases...) you may have in English. Anything to help us understand your unique story.

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The chosen participant(s) at the event are clearly the right person(s) to promote your innovation</p> <p>With optional collaterals - the project seems to have:</p> <ul style="list-style-type: none"> - A prepared plan - A market with attractive growth/partnership opportunities - Potential to be an attractive investment opportunity even if long term 		<p>The chosen participant(s) at the event have past experience in promoting your innovation internationally or at international event in your home country</p> <p>With optional collaterals – the project seems to:</p> <ul style="list-style-type: none"> - Operate in an attractive market, but has an incomplete technology or plan that may not help meet all the market opportunities/needs - May provide a good investment opportunity in the future, but could present a significant risk to investors 		<p>The chosen participant(s) at the event have no past experience in promoting your innovation nor the right scientific/technical profile</p> <p>With optional collaterals – the project:</p> <ul style="list-style-type: none"> - Does not seem to have a sound market plan and/or team - May not be attractive to investment because it will operate in a too small target market

5. Timing

Oct. 22nd – Nov. 22nd, 2018: [F6S Online](#) application is open. As this is a rolling submission process, applications will be processed as received.

Nov. 26th, 2018 – Dec. 7th, 2018: There will be four 60-minute online courses conducted between the last week of November to the first week of December 2018. The exact dates and times are:

- Wed., Nov. 28th - 8:00 am PST
- Fri., Nov. 30th - 8:00 am PST
- Wed., Dec. 05th - 8:00 am PST
- Fri., Dec. 07th - 8:00 am PST

The dates and times will be reconfirmed with the selected participants.

The individual support and PR wire campaign will be received and launched just before and during the event they have planned to participate in (attend/speak and/or exhibit).

6. Course Description

The first three classes will consist of a 30-minute presentation by the instructor(s) and a 30-minute Q&A learning opportunity. The last session will be a completely interactive 60-minute session focused on writing a press release and 2-3 short mock interviews. In addition, each selected participants will receive 2 hours of press releases review/write-up and one-on-one expert time, as well as one PR wire campaign (e.g. via Newswire or Globe Newswire).

Course 1: The Basics of PR

- What it is and how to use it
- Press releases/distribution/online services
- Spokespersons & messaging
- What is news?
- How PR supports/complements brand building

Special Guest for first session (30 minute add-on): Mariza Konidi, Communication & Project Management Assistant in the Research & Innovation Department of INTRASOFT International, who will cover researchers' and early stage innovators' needs:

- How researchers can adopt a PR mindset
- The importance of networking
- How to use crowdsourcing effectively
- Planning a successful innovation campaign

Course 2: PR in the Digital Age

- What does your website say about you?
- Who is your audience and how to reach them
- Building an online press room
- Social media as part of a PR program
- Your online reputation

Course 3: Working with the US Media

- Media expectations
- Making connections: the right media for the right story
- Becoming a source
- How to pitch the press

- Press conferences & press kits

Course 4: 60-minute interactive discussion

- Creating your first press release
- Mock interviews

7. Trainers – Biographies

Lisa Brown Valentino



Lisa is an award-winning writer and public/press relations professional with 25 years of experience. She has held senior positions with several prestigious global organizations, including the J. Paul Getty Trust and the Gemological Institute of America. As a strategic communications and public affairs consultant, Lisa has represented clients in both the public and private sectors, including the Southern California Association of Governments, Pepperdine University, the American Film Institute, UCLA and UCSD. She is also seasoned in the political arena.

Recognized both nationally and internationally, Lisa's extensive body of work includes development, authorship and oversight of specialized publications, including newsletters, brochures and annual reports; as well as numerous journalistic accomplishments such as feature stories, popular columns and bylined articles. She has also developed website and SEO-optimized content; CDs; corporate videos; and television and radio advertising.

Lisa's industry expertise extends to technology, education, healthcare and hospitality, and other vertical markets. She holds a Bachelor of Arts degree in journalism from California State University, Northridge.

Neal Leavitt



Neal a unique blend of more than 25 years of marketing communications and journalism expertise. He received his Bachelor of Arts degree in communications from UC-Berkeley and a Master of Arts degree in journalism & public affairs from American University in Washington, DC. He has also lived abroad and has traveled extensively to more than 80 countries worldwide.

As a journalist Neal has served as a city editor, copy editor and reporter for major metropolitan newspapers in California, covering everything from business to technology to travel. He is a regular contributor to a number of technology and marketing publications such as *Computing Now*, published by IEEE Computer Society, and *iMediaConnection.com*.

Clients (from startups to publicly-held companies) he has worked with over the years have encompassed a wide variety of vertical markets in both the public and private sector. Some of these have included: biotech, education, engineering, entertainment, environment, financial, healthcare/medical, industrial, municipalities, public agencies (state and federal), real estate, sports, and technology.

Neal is a member of the Society of Marketing Professionals (SMPS), San Diego Chapter, and served as the Chapter's director of communications.

For additional questions regarding the ENRICH in the USA PR/Media Training and Support, please contact:

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