



**Radical**Moves

*Marketing and PR for broadcast and satellite industries*

# The Ultimate Guide to IBC





# Introduction

Big tradeshows like IBC and NAB are undeniably great opportunities to get your company and solutions in front of your audience under one roof. However, with so much happening, it can be easy to get lost in the noise. At the same time, for first time visitors especially, it can be very difficult to navigate. In this guide we attempt to answer a few key questions:

- How can you ensure you maximise your presence in the run up to and during the event?
- What are the important planning steps to remember?
- What essentials should be on your packing list?
- How do you navigate the halls?
- Where are the best restaurants?

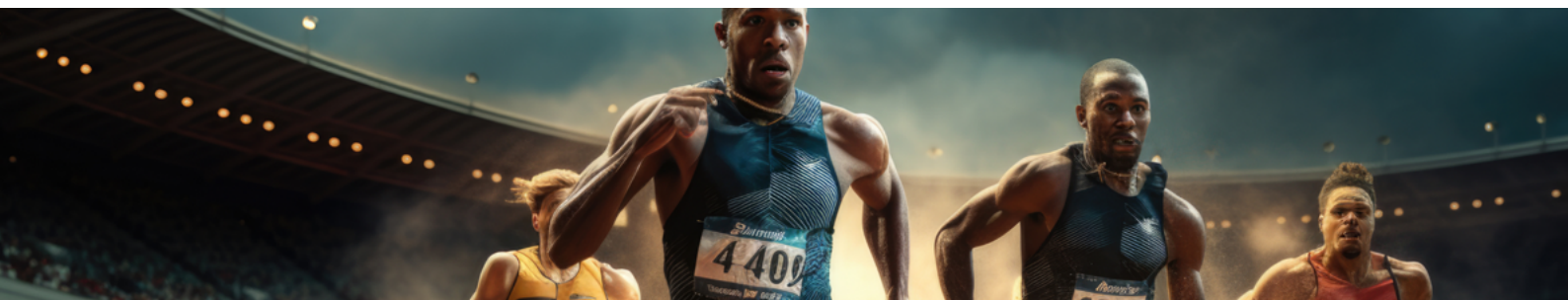


# Pre-Show Marketing

The pre-show marketing should ideally start a good few months ahead of the event. However, if you can see the event getting closer and you haven't started, don't fear, you can still make an impact. Here are some of the ways you can market your company and solutions in the run up to the event:

## Plan your theme

What do you want to highlight / talk about during the event? If you can define a theme which encompasses your main talking points, it will help your entire team stay on message and help feed content ideas.



## Create a landing page

Don't underestimate the importance of something as simple as an event landing page on your website. It should have information on what you are showcasing or doing at the event and a way to book meetings (even if just a link to an email address). That way you can direct people there from everything else you do, from your press releases to social media and direct emails.



## Plan a content strategy

Having a good mix of content that can feed into all the other elements below will be extremely valuable. This could include blog posts, opinion articles in industry magazines, as well as press releases, also covered below. Ideally these should tie into your overall theme. While blog posts can include information about your company and products or services, opinion articles need to be non-salesy and focus on industry trends and/or challenges. It is important not to use AI to write as it is immediately obvious and is unlikely to be run in a magazine. Instead, make sure you have a good writer who can craft these for different audiences.



## Send an email blast

These can be effective for ensuring people know you will be there, what you will showcase, and where to find you. At the same time, I'm sure like me you get a lot of these in the lead up to events and many are simply deleted. Make sure yours offers something useful or interesting to make people want to open it. Also make sure there is a strong call to action, ideally encouraging people to book a meeting at the event.

Meet us at IBC 2024!  
September 13-16  
Hall 5, Booth D52 from September 13th-16th  
Invest endeavours in ad insertion and  
also discussing the latest in broadcast  
miss out on the biggest show of the

Radical Moves Client Showcase





## Share news

Creating and distributing a press release can be really valuable but only if you have something newsworthy to share. This could be a customer announcement or a product launch, for example but avoid sharing news to just say you are at the event as this will have minimal pick-up and could impact your chance of other news being read. Don't forget, journalists get a huge number of press releases in the run up to the event and even more in the few days of the event, all while they are trying to juggle running between meetings. Ideally your news should be shared well in advance, even if that means sending it under embargo.

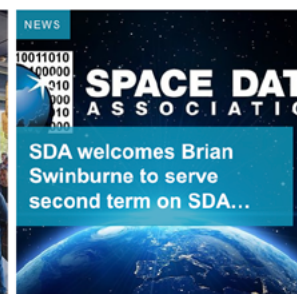


NEWS

### Veset Powers MED.TV's Move to the Cloud

Published  
23-07-2025

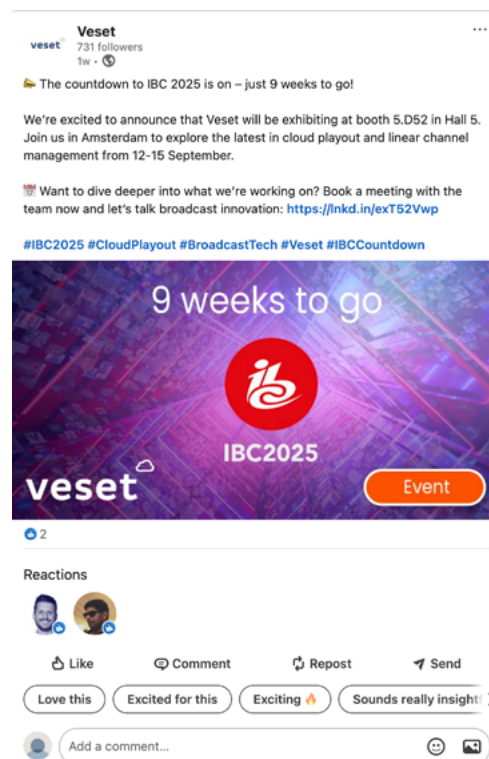
Riga, Latvia, 23 July 2025 – Cloud playout solutions provider, Veset has been chosen by Mediterranean TV station, MED.TV to distribute its linear and on-demand content across multiple platforms. MED.TV now operates its broadcast workflows entirely in th...



## Create a social campaign

Ensuring you have social posts highlighting your presence is extremely valuable.

However, if your social feed ends up being a whole list of emails saying “meet us”, it will likely get boring quickly. This will also be very apparent if you’ve been quiet since the last big event. It is important to consider a range of different type of posts in the lead up and give people a real reason to come and see you. It is also worthwhile adding an event in LinkedIn and adding your team as speakers.



## Enter awards

There are a number of awards announced during the event, which can give you much needed visibility even if you just make the shortlist. Not to mention the fact that the awards ceremonies are great networking events. Awards include CSI Awards, IBC Innovation Awards, and the Future Best of Show awards.



# On-Site Marketing

## On-Site Socials

Keeping your socials active and using the event hashtag can be really valuable. Bear in mind that this can often be a challenge as the days get busy. If you haven't got someone dedicated to that, you might want to consider scheduling at least one post a day before hand so that you can add to that as and when you are able.



## Meet the media

It is so important to get face time with the media so they know who you are, what you do, and are more likely to come to you for specific features or run your news. It can be tricky to get their time at events so it will definitely help if you are launching something new.



## Capture content

Don't underestimate the value of captured content throughout the show. Photos and videos are great both for during the event but also for post-show wrap-ups as well as for your socials ahead of the next year's event. It can also be worthwhile to make the most of being in the same location as customers and partners to create quick interviews that you can use for all sorts of content post event.



## Book a Video

If budget allows, it is worth considering a video interview which in some cases is then published during the show, sometimes after. There are a number of options including with the IABM if you are a member or some of the magazines.





# Post-Show Follow-up

It is really important to remember it doesn't stop at the show. Timely follow-ups are extremely vital to ensure you maximise the opportunities identified during the event. When you are tracking leads, it is worth adding notes and assigning them to someone straight away so that the follow-up can be smooth. The hot leads, you will of course want to follow-up with direct emails as soon as possible. If you have met the media, you also should ensure your PR team gets in touch and checks any follow-up needed.



## Not to be missed

If you have time to walk the halls, there are a number of interesting zones worth checking out:

- [Accelerator Zone](#)
- [Future Tech](#)
- [Student Programme](#)

The conference is packed with interesting discussions, but if you don't have a conference pass, check out some of the free-to-attend sessions such as on the Content Everywhere stage.



# Practical Advice

IBC is held at RAI Amsterdam, Europaplein, NL 1078 GZ, Amsterdam.

## Getting around Amsterdam:

- All IBC badges will include integrated GVB QR code for free transport around Amsterdam on trams, buses, and metro.
- The 9292 app is really handy for finding public transport around Amsterdam - <https://9292.nl/en>
- There is a free IBC Airport shuttle bus running daily between Schipol and the RAI.
- More travel info on the [IBC website](#).

## Getting around IBC:

- If you haven't been before, you cannot underestimate the distance between halls, so remember to factor in time if you are going to meetings.
- [IBC floorplans are here](#).

## Keeping your team organised:

- Consider setting up a team group chat on something you can access on your phones, whether that is whatsapp, slack, teams etc. It will be useful for keeping connected and helping communicate when a customer is looking for someone in particular. Also useful for dinner and party plans.
- Make sure your calendar has all your meetings entered and that your team can view it in case they have someone wanting to meet you.
- Ideally appoint someone to be responsible for keeping everyone organised!

## Dress code:

We are in an industry where most things are acceptable but consider your attire depending on your role and customer expectations. I have worked with clients where management and sales would be expected to be in suits but the technical team is ok in smart jeans, for example. Dress codes are much less formal than they were just a few years ago.



## Socialising:

Unsurprisingly, there are a lot of options when it comes to where to go to socialise, far too many to include.

Broadcast Projects always creates a list of the hottest parties and events

If you are after somewhere for dinner nearby, here are a few options:

- Hotel Okura – can be quite expensive but nice venue with a couple of options if you are entertaining clients
- En Japanese Kitchen – Japanese restaurant close to the event
- Loetje – for steak (but also some vegetarian options)
- Mi Sueno – Argentinian steak restaurant
- Chutima's – really sweet Thai restaurant with very friendly service

## Don't Forget!



# Need Help?

If you need help, Radical Moves has experience across all of the elements involved in tradeshow presence. Whether you need support for just a small part of this or for the entire event, we can help! [Get in touch with us.](#)

## Who we are

Founded in 2007, Radical Moves is a specialist marketing and PR agency covering media & entertainment and space & satcoms. With unrivalled expertise in these industries, we deliver cost-effective, yet high quality marketing and PR services, with a focus on delivering value, while being highly adaptable and flexible.

Thanks to our deep industry understanding and strong networks, we are able to proactively identify opportunities for our clients, advise on the trending topics, and create meaningful and engaging content on their behalf.

At the same time, we recognise that each client is different, both in terms of their goals, as well as their requirements. Some of our clients rely on us for their entire marketing activity, for others we are an extension of an in-house team. For all our clients, we go above and beyond to ensure success, and this is reflected by the long-term relationships we have built up.