

Integrate Thought Leadership Activities into Company's New Year's Efforts

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Organizations spend a great deal of time focused only on specific business or product announcements. The challenge with that is they ride a roller coaster in and out of the news rather than ensuring ongoing, consistent communication to their key audiences.

It's fairly easy to gain exposure for a specific product announcement (if it's truly newsworthy), but when the hype of that announcement wanes – after just a day or two – your business is challenged with keeping the visibility strong.

Obviously there is a need to work with media to ensure you obtain coverage on specific announcements, but your organization should also consider avenues to enhance or maintain visibility throughout the year. These are usually termed as “thought leadership” activities and they vary considerably for each business.

Thought leaders are sought out by the media for commentary, lauded by other businesses for identifying and setting industry trends, recognized as leaders in the market and perceived as being in touch with the industry. Following are some thought leadership initiatives that you may consider:

- **Speaking/sponsorship activities.** Identify and participate in local/regional and national industry trade shows, conferences, meetings by confirming speaking and sponsorship opportunities, including “keynote” presentations, breakout conferences, etc.
- **Byline articles/co-authored articles.** Develop articles written by your organizations' executives and/or co-authored articles with partners, clients or other industry experts that outline and highlight the company's perspective on key issues and trends affecting the industry or the community.
- **Partnerships.** Establish opportunities with local/regional professional organizations, businesses, clients and/or vendors to expand awareness through unique win-win partnerships.