



Business Wire rolls out event tool

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The platform is intended to help clients increase engagement before and after an event.

News



Source: Getty Images

After more than a year of lockdowns and canceled or postponed get-togethers, PR firms are once again planning live events for the months ahead.

Business Wire has launched Event Spotlight, an interactive tool that PR pros can use to promote events and increase engagement, the company said.

Event Spotlight allows for the creation of a multimedia hub, derived from content already created for an event or other existing company assets. This can include everything from brochures and fact sheets to photos and videos, which can be shared via links or made available for download.

“We know that multimedia increases engagement by at least 10%, and many clients see much higher rates of engagement,” says Geff Scott, CEO of Business Wire. “This is why we think Event Spotlight will help those sponsoring any kind of event develop a closer, more meaningful and engaging relationship with their target event audience, amplifying the press release distribution to a fully interactive, self-guided event engagement.”

The tool can be used to complement events before, during and after they are held, boosting the longevity and giving attendees access to content after it has ended.

Event Spotlight also gives users access to Business Wire’s geographic news and trade distribution, helping content reach a wider audience and increasing the likelihood of higher engagement.

Business Wire last year [inked a partnership with PR workflow company Muck Rack](#) intended to help PR pros manage their relationships with journalists and get context about who is writing or sharing stories.