

# MEDIA OPPORTUNITIES

The following media opportunities are available for you to make use of to maximise your presence at Investing in African Mining Indaba 2023.

## Media releases

The Mining Indaba attracts media houses and journalists from all over the world.

As an exhibitor, you are welcome to send newsworthy media releases via email or bring printed copies of media releases to the Press Lounge for distribution.

### What constitutes a newsworthy release?

- ✓ A new strategic announcement
- ✓ Announcement of a transaction or a project
- ✓ A major development within the industry
- ✓ A media conference being hosted offsite

### What does not qualify as newsworthy?

- ✗ That you are exhibiting at the Mining Indaba
- ✗ That the company's CEO has just presented
- ✗ That you are hosting a social event



## Media briefings

There are facilities for media briefings or press conferences in the press Lounge.

We try and limit these to significant events and issues that involve a number of panelists, as this is a working area for the media.

If you have a significant announcement and would like to host a media briefing in the Press Lounge, please let us know and we will discuss a suitable time and date with you.

Please be aware that the media is very busy covering the presentations and panel discussions on the various stages and have often scheduled interviews so only media briefings on pressing industry issues or major announcements can be considered, and attendance can never be guaranteed.