



How Do You Select Your Company's Experts?

What an Expert Does

- Makes themselves accessible to the media on short notice – the media looks to expert sources first when news breaks
- Is prepared and can offer sound bites and quotable info
- Provides background and perspective on trends and issues
- Doesn't expect coverage but is still willing to participate
- Realizes that consistent dialogue and participation with the media is a good thing
- Write articles, is quoted in press releases and gives speeches at key events

If the task of choosing a company expert is in your hands, here are a few tips to consider:

- Within a small company, the CEO might be an obvious choice to be an expert source.
- Some companies offer multiple experts based on their unique divisions or services. For example, a CPA firm might have a designated expert on accounting, another expert that can speak on taxes and so forth. Just like an automotive supplier might have an expert who can speak on electronics and another person to speak on materials and another on lean manufacturing.
- If your company or client specializes in a product or technology, you might look to the people who developed it, since they usually know the ins and outs better than anyone.
- It can also be helpful to look to people with credentials or achievements that go above and beyond, such as people who have been specially trained, who are educators, or have certain unique credentials, certifications from outside agencies, or unique experiences.
- An expert source should be at ease speaking and giving interviews, or should be media-trained so that they can become comfortable. They also need to be accessible with their time and willing to make the commitment to be the go-to person for media.