

PUBLIC RELATIONS PRESENTATION TO F4 DRIVERS

August 13, 2016

Mid-Ohio Sports Car Course

- I. Corporate/Sponsor Relations
 - A. Dan Wheldon
 - a. The Best I Have Ever Worked With
 - B. Sponsor Associate Relations
 - a. Don't Underestimate the Value of Having Strong Relationships with the Individuals Who Work for Your Sponsors
 - C. Conduct at Corporate Events
 - a. Body Language, Demeanor, etc.
 - D. Social Media
 - a. Utilize It as an Extension of Your Corporate Self
- II. Media Relations
 - A. Scott Dixon
 - a. Then and Now
 - B. Helio Castroneves
 - a. Always Very Engaging and Personable, Rarely Very Substantive
 - C. Alexander Rossi
 - a. The Opposite of Helio; Takes Time to Consider and Answer the Question That is Asked
 - D. When Times are Tough
 - a. Don't Take the Bait
 - E. Social Media
 - a. Have Something Worthwhile to Say, and Be Careful How You Say It