If you are asking questions about getting started with media relations, chances are your business is already taking off. Your future looks bright and you’re excited about what’s on the horizon. Now it’s time to try to spread the word, right? Well, maybe. Here are some tips for successfully working with media and some things you should avoid:

**DO understand the difference between advertising and earned media**
What is earned media? It’s when a third-party (typically a reporter) chooses to publish news about your company based on something newsworthy. They call it "earned media" for a reason - you really do earn it. With advertising, you pay to control the message. There is less control with earned media, but you gain valuable third party credibility.

**DO perfect your elevator pitch**
Know your facts and be clear on your messages. A reporter won’t give you a lot of time so be concise and hit your main points early and often. Try to think like a reporter and be prepared to answer any questions you think they might ask. Read more.

"NextEnergy's encouraged us to get involved in competitions and connected us with strategic partners and customers that has led to further discussions to enter into commercial relationships and greater investment potential."

>>>Jon Joslin, CFO
**Advanced Battery Concepts**

**Upcoming events**

View our full events calendar [here](#).

### North American International Auto Show
Detroit, MI
January 11-24, 2016

### Automotive World
Japan
As the new year gets underway, it is natural for "lists" of trends to be made. NextEnergy's market analysis team synthesized these lists to find the trends most likely to impact our technology partners and policymakers.

Five key trends were identified by NextEnergy staff: increased integration of demand response capable devices, increased automation in power flow decisions, increased development of new materials enabling energy efficiency, hastened pace of demand for energy storage, and increased use of real-time big data analytics. Read more.

Success Stories

Inventev’s next generation technology is converting commercial fleet trucks into plug-in hybrid electric vehicles which they call Energy SWAT Trucks. The company's technology enables specific work functions, including generation of utility-grade electrical power for neighborhoods and small businesses.

NextEnergy has provided Inventev with market research and greatly supplemented the company's opportunities to engage with prospective customers and funding partners. Through business consulting services, NextEnergy has contributed to Inventev's success in several business plan competitions and accelerator programs.

Learn more about our work with Inventev and other NextEnergy success stories here.

Discover something new!

North American International Auto Show
January 11-24, 2016 | Detroit
Experience the next generation of transportation at the North American International Auto Show 2016. See more than 750 vehicles on display representing the most innovative designs in the world, and experience North America's largest and most prestigious automotive showcase.

For tickets, click here.

The challenge is on!
8th Annual Global Automotive & Mobility Innovation Challenge (GAMIC)
Quarter-finals | January 26, 2016 | Southfield, MI

SAE International, MI Innovation Alliance and NextEnergy, announce the 8th Annual Global Automotive & Mobility Innovation Challenge (GAMIC). More than $200,000 worth of business commercialization acceleration services and cash will be awarded to four overall winners.

Application deadline extended through January 20, 2016!

January 26 - Quarter finals
March 3 - Semi-finals @ NextEnergy
April 12 - Finals
April 14 - Winners present @ SAE World Congress

For more information, click here.

Network, learn and launch your business!
Annual Collaboration for Entrepreneurship (ACE)
January 26, 2016 | Southfield, MI

The Annual Collaboration for Entrepreneurship is an event that celebrates and promotes entrepreneurship in the Great Lakes region. ACE brings together entrepreneurs, service providers, investors, students, government agents and other members of the business community to network, learn and connect.
For registration information, click here.

**Michigan's technology economy update!**

**Automation Alley's Technology Industry Outlook**
February 22, 2016 | Detroit

Join in as Automation Alley unveils the key findings of the annual Technology Industry Report. A discussion on what the future holds for tech talent, jobs and innovation in metro Detroit and reveal the comparison to other nationally recognized technology hubs. This is Michigan's only major event reporting on the state of Southeast Michigan's technology economy.

For registration information, click here.

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**Do you have a start-up idea?**

**The Greenlight Michigan Business Model Competition**
March 30, 2016 | Lansing, MI

Have a well-thought out business idea? If so, pitch your new business ideas to a panel of esteemed judges for a chance at winning up to $50,000 in prizes.

[The GreenLight Business Model Competition](#) is a startup event series that brings together entrepreneurs and small business supporters from all over the State of Michigan. *Deadline to submit is March 6, 2016!*

For more information, click here.

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**See the latest trends!**

**Low Voltage Vehicle Electrification Summit**
April 25-27, 2016 | Detroit

[Low Voltage Vehicle Electrification Summit](#) is an event that explores the latest trends in the electrification of vehicles. This summit is an opportunity for professionals in the automotive industry to learn about the latest technologies and innovations in vehicle electrification.

For registration information, click here.
Join us in at the **Low Voltage Vehicle Electrification Summit** to access the current state of 12V systems and the future of 48V power supply systems. This event will delve into how innovations in power supply systems will allow OEMs to meet café standards by improving fuel efficiency, while maintaining performance.

Hear speakers from **Robert Bosch, FCA Group, Mercedes-Benz, Volkswagen, Navigant Research, Valeo and more!**

**View the complete agenda** [here.](#)

**Special offer for NextEnergy Monthly Connect readers!**
*Register [here](#) by Friday, January 29th* using promo code: LVV_NEXTENERGY to save up to $1,000 off standard rates!

For additional information, email [carrie.simon@iqpc.com](mailto:carrie.simon@iqpc.com)

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**Funding Opportunities**

View our full list of funding opportunities [here.](#)