

[IPRN Tech Group](#) Blog Parade: Regional PR particularities

Tech PR in France: “Despite the digitalization of the industry, human relationships remain fundamental”

Estelle Monraisse from our partner agency [Mascaret Partners](#) explains the special conditions for public relations in France.

How is the tech market and the tech media business developing in general in France?

Today, DeepTechs, AI and cybersecurity topics dominate the tech media landscape in France. Everyone is talking about AI and cybersecurity, with significant interest in Web3 and blockchain as well. AI is far ahead among the topics in which media are interested in, and cybersecurity is highly present due to daily data concerns and cyberattacks. This trend is not slowing down, especially with events like the [AI summit](#) on 10 and 11 February 2025 in Paris. Investment funds are also shifting their focus towards these areas, making it easier for startups in AI or cybersecurity to raise funds compared to those in fashion or food for example. However, interest in green tech seems to be declining unless it has a concrete, measurable application.

What has changed in tech PR over the last 5 years?

The relationship between PR firms and journalists has changed significantly post-COVID. For example, media now have multiple editorial meetings throughout the day (instead of one meeting in the morning), altering work organization and deadlines. Previously, press releases could be sent a few days in advance, but now it requires 10 to 15 days. Additionally, many tech journalists have “left the field”, making efficiency and understanding journalists' constraints more critical. Moreover, the media sector in France has seen significant layoffs since 2020. Twitter's influence has also diminished, with many companies and media outlets disengaging from the platform, except for the crypto-blockchain sector.

What is your preferred PR approach for addressing tech media?

At Mascaret, our approach is highly qualitative and personalized. We prefer using embargoes or exclusives, offering unique stories to selected journalists. This one-to-one approach, providing tailored content, is highly appreciated by journalists. It's about delivering the right information to the right journalist, respecting their deadlines and interests.

What changes do you anticipate and how will tech companies have to react to them?

It's essential to remember that press relations are free, and journalists don't owe us coverage. We must provide journalists with what they need according to their editorial line, whether it's economic data or technological examples. It's better to pitch a

significant story once a month than to overwhelm them with frequent, irrelevant pitches. Availability and responsiveness are crucial, ensuring journalists get the information they need promptly. Despite the digitalization of the industry, human relationships remain fundamental.

How do you see the role of AI in tech PR?

AI has become a fundamental assistant, gathering all necessary elements for press releases or for the preparation of interviews. It saves time in documents drafting, allowing PR professionals to focus on relationship-building, negotiating topics, and generating ideas. The key is to always find ways to create news or leverage current events, even when clients don't have immediate updates.

Expert:

Estelle Monraisse is Senior Partner at [Mascaret Partners](#), heading Alter'Com, their Public Relations subsidiary. Estelle is highly recognized in the press industry for her strong expertise in media relations since the creation of Alter'Com in 1993. She has over 30 years of experience in media relations, working with top companies in the fields of e-commerce, food-tech, health-wellness-biotech, fintech, tourism and renewable energies.

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