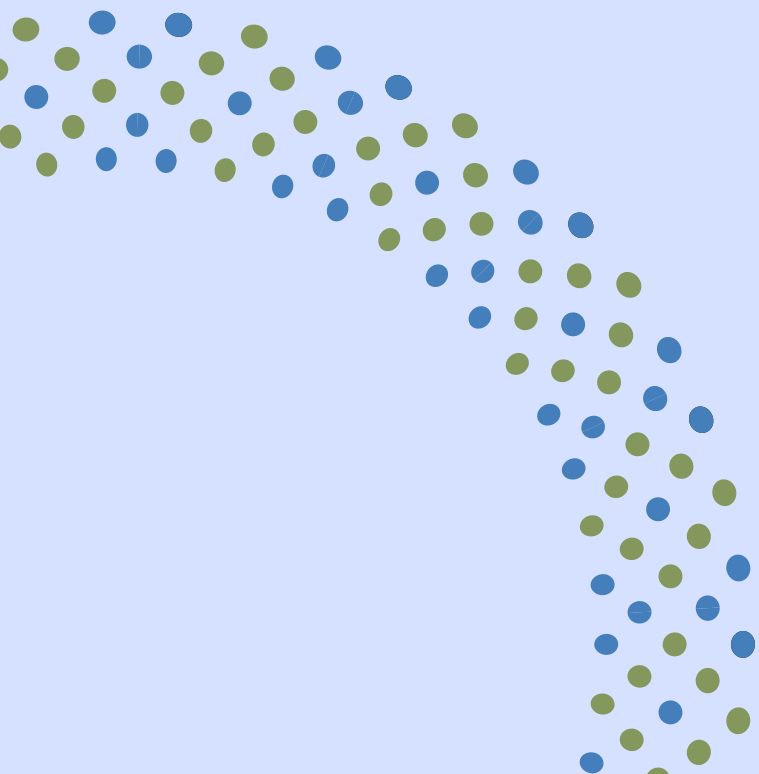




ULTIMATE GUIDE

How to **invite the press** to your event





Introduction & Thank you!

Thank you for downloading this guide.
This ebook is about «How To Invite the Media & Write a Media Advisory and Tricks of the Trade»

Follows is a concise solution to overcome the challenge of engaging the press and receiving coverage of your next event, or gathering. Here is your silver bullet “remède miracle” on how to entice press members to actually attend your event from French based AD Avenue Group, a top media alert distributors and news aggregators.

This free ebook will help you understand more about media and press coverage.
We would like to thank Zoe Lach, Chistiane Roget and François Huynh for their collaboration.

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PR Industry - Content is king

As an event planner, promoter, publicist, PR firm (or mere mortal) the constant challenge is how to break through the wall of noise and competing events in order to engage the attention of the press, bloggers, calendar editors, journalists and targeted news evaluators. The hope is that the press corp will be sufficiently intrigued that they will write pre and post coverage or have the courtesy to R.S.V.P. (repondez s'il vous plait) and actually attend your event.

Press coverage (or the lack thereof) is at the nexus of success or failure of most public driven outings. But first the dirty little secret. Most of the paid wire services publish your release to a website that appears to be a news outlet but in fact is so poorly designed and written, that most news people will opt out on high huckster alert. Paid release services pummel today's news evaluators with advertorials charading as media alert. Adding insult to glut most writing today fails to challenge or invigorate the discriminating press with publicity that will provide the public with a deeper understanding of the event, promotion, seminar, tradeshow, or entertainment.

Cheap is not cheap when you pay any amount and the promised results fail to materialize. No one wants to throw away money on a product that doesn't meet expectations, even if it's "cheap", "cheaper" or the "cheapest". Unfortunately, engaging media and the local press is not as simple as swiping your debit card.

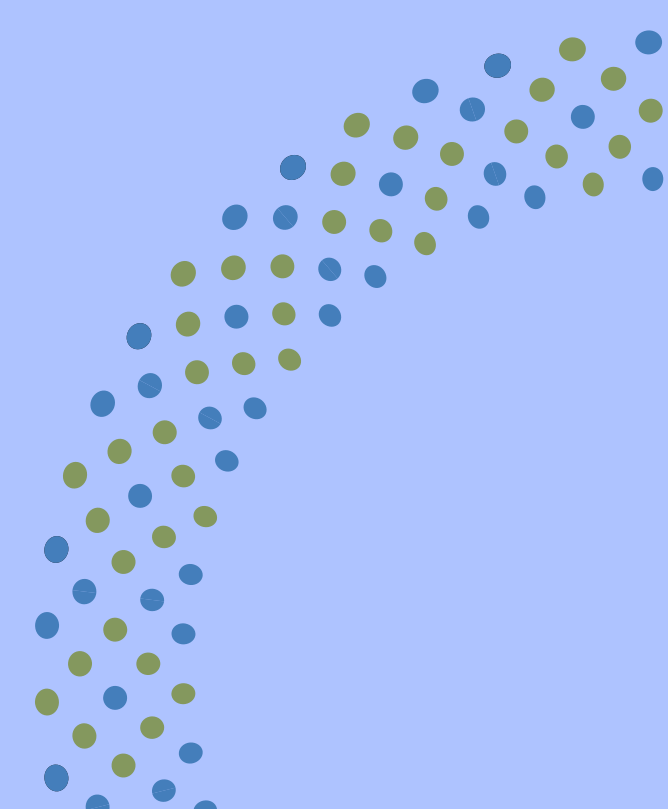
Editors have ever more opportunity to be more selective about what they publish as the media market continues to fractionalize into countless content outlets, internet platforms, cablers and social media outlets. At the core of 'Invite The Media'™ is a data base of 1.6 million news evaluators broken into 600 specific categories. 'Invite the Media' is a newly launched satellite of a global news organization with the goal of being consistently accurate, visually pleasing, credible and impartial as possible.

Old school, Meta tags and key words have become robots talking to robots.

Decision makers in the press are on alert for 'quality' not 'quantity' and press release must be laser targeted to captivate the prospects interests. With 1.6 million news evaluators and publishers and 300K social influencers in the world, there is an editor for 'aardvarks' to 'x-rays' the conundrum is how to excise them from the morass of writers. Those event planners who best succeed in getting the desired 'ink' are driven by the quality of their writing, and the news worthiness of their release.

Press coverage is NOT about SEO, it is about targeting your reader and audience with the news outlet as your spokesperson. This is the essence of successful narrative, branding or Stone Age story telling. Quality is better than Quantity when it comes to Press Distribution. Having tones of links will only do one thing. Harm your SEO and your reputation. Plus, Search engine don't care about your amount of link pointing to your website since they are usually 'no-follow' urls.

In order to guarantee your success as the creator of the occasion the only requirement with 'InvitetheMedia.com' is that your media alert be 'time sensitive' and have a specific date, description, program and agenda.



Get Ready - Before You Begin

Before you start down the road of wire services and PR Digital Marketers you must ask yourself these questions.

1. *Who is my attended audience?*
2. *In what ways will my event improve with press in attendance?*
3. *What is unique about my event?*
4. *What kind of Press/Media would be interested in my event? Automotive? Beauty? Cuisine?*
5. *Am I interested in just local press or does my event have a wider appeal? Where a wine tasting, or store opening may only be of interest to the local press a film festival, or art fair would be of more general interest.*
6. *Am I prepared to get a negative review?*

It may mean that you do not have a news worthy story or that you may need help figuring out exactly what it is about your date sensitive occasion that would be worthy of coverage.

There is always a chance your event is not newsworthy. Most press will pass on events that are not open to the public or is only for profit and priced prohibitively or is a family affair from BarBQue's to a bar mitzvahs.

Sample of a New worthy story


«Vesuvios Restaurant in Brooklyn will play cupid for the day with complimentary Red Velvet cupcakes and a 50% donation of Every Purchase to Doctors without Borders between February 13th to the 14th.»

Now that is thought provoking local news.

Engagement - Step by Step

This guide will help you prepare and engage the media while earning their respect, strengthening your trademark or standing in the community.

1. *Target a media list, Subject, Audience, Circulation, Local, Regional, National, Global*
2. *Think and write down which newspapers, magazines, television programs, radio stations or websites will be interested in your event. You can find some contacts through your state website. Some are free, some are paid, but at least you have done the groundwork. We will build on this basic list.*
3. *Designate a contact person for the event to assist in responding to all press inquiries and to organize the guest list.*
4. *If there are additional flyers, event brochures, or event schedules, you should assemble printable press kits online or on a usb drive for inquiries, also retain a designated photographer to provide post event visuals, photos and images.*
5. *Be accessible for meetings, do follow up phone calls while you engage your coveted media representatives.*
6. *Have your website ready, post downloadable pictures in print ready high resolution format. Also digital video can be posted on YouTube or Vimeo.*
7. *Your press release should also be online in a downloadable Word document or PDF version.*
8. *Cut to the chase, you need to capture the news evaluator's attention in the headline. You only have one chance to make a first impression.*
9. *Using an event management tool is good. [Eventbrite](#) is the best on the market. Make sure you add the link in your press release to manage R.S.V.P.s.*



Composing - The Press Release

Composing the Press Release: Media Alert, Media Advisory (basically the same thing) Prior to sending out your press release, begin with an advance courtesy phone call to verify their 'dates' and to give the intended 'perp' the 'heads up' to expect your invitation with brief details. This is a first rate strategy to build anticipation and trust.

Ask what is their preferred way to engage: by phone? Email? Text? Or tweet?

It is the reporter's mission to report the 'news' so consider yourself their advocate. By being succinct and accurate, you are doing the reporter a favor. To show you are really savvy and know the drill; inquire if they have an assignment desk and if there is anyone else in their news organization that you should be in touch with.

Press Release writing 101.

The cardinal rule in press composition is describe the who, what, when, where, and why in the first paragraph.

Write a concise, one-page press release that addresses what the event is, who organizes it, the date and time it will take place, where it's going to be held, why it's significant, the cost of tickets, and where the public can go to get additional informations and photos! An expanded version of the press release should be posted on your website or press corner. Make sure you mention your underwriters and sponsors with boiler plate descriptions of their merits.

In Media EVERYTHING is time sensitive

Successful circulation of invitations to the press begins with targeting and notifying the media as early on as possible followed by ongoing embellishments. Begin with the 'Save the Date' with added details as they develop. Follow up thank you notes, wrap up advisories and the distribution of 'photo galleries' attests to the success of your event and provides closure until you gear up for the next one.

Create a Timetable with milestones in place.

Think of a communication strategy and set key indicators to track results. Create a timeline for outreach and stick to this plan like clockwork: 1 month before event – 2 weeks before – 2 days before, the day of the event, the day after the event, a month after, a year after.



Find the Hook - To Reel in the Real Press

Without a hook, you can't catch the fish. And the bait is being able to touch the editors 'sweet spot'.

- Find a celebrity or known entity to attend your event. This is why well known personages are paid fortune for endorsements and special appearances.
- Celebrity is the stock in trade with the popular press. The same applies no matter the theme of your event, if it is Medical invite an esteemed Doctor or noted author or philanthropist. A Wine Event? A noted sommelier. And an Art opening, make sure the artist is in attendance.
- Not everyone can be a red carpet rug rat. This does not prevent the event planner from going for Hollywood Perfection on a small scale. Your job is to create endless memories. Even if you fail to convince a public figure or celebrity to attend, ask if they will acknowledge or provide a quote that speaks favorably of the event or gathering.
- Never commit a celebrity to attending if you do not have the person under contract.
- Cause a spectacle if there will be a significant number of people at the event you may be assured of some type of press coverage, but this does not excuse the host from failing to extend an invitation.

Prepare your press kit: Also called a Electronic Press Kit (EPK)

This phase should include a general press release, an eco friendly online brochure about the schedule and where the press 'will call' tickets will be if this is a ticketed or by invitation only gathering.

Specify when and where interviews will take place and make sure there are plenty of photo opportunities.

Without photos, the event never happened

Make sure you assign several of your closest allies to take photos with identification so as not to miss the hoped for 'money shot'. Also a paid photographer is one of the most important items in your budget! It is one thing to have the comedian, band member, celebrity on stage or in the crowd, it is quite another having him or her kissing your main speaker or sponsor on the cheek.

Early notification

Timing and Time are your best friends. Time is money when you don't possess the latter.

The more pre-planning you do allows for adequate time for the media to 'pencil' you in. In turn, the earlier your targeted press person or media contact receives your notice the more time your recipient can pass the 'news' onto their outlet, friends and associates. This is the essence of 'going viral' and with you and your organization reaping all the benefits.

A follow up call or email requesting a confirmation of receipt, or inquiry into questions they may have indicates you take your event as seriously as you hope the news person does. The personal touch without 'being a pest' transfers your enthusiasm from you to the recipient or news reporter.

Keep your sponsors happy

The added value is the credibility you have built with both your sponsors, underwriters and participants. As a planner of the subsequent events, date sensitive promotions, public gatherings or a manager of an entertainment venue it is critical that you also circulate to your sponsors, underwriters and contributors all the published press, photo releases and galleries that appear regarding your event.

Send to local media

Draw a circle 15 miles out for smaller gatherings and for larger gatherings take into account the entire region of your events location. Assignment editors are constantly on the look for news items that their readership finds relevant to them. This is the 'Me' and 'Millennial' Generation.

Who wants to hear of a Store's Grand Opening or a Pet Parade when it requires a flight to get there? In other words, "what's in this for me?" If there are aspects of your event that involves luminaries, celebrities, or esteemed individuals you may widen your net to across the board, the country or the world. Who wants to hear about the #1 boys band' in Taiwan unless you are Taiwanese even if fans are swooning in the aisles? ' To not overstate the obvious, 'Keep it Relevant' and K.I.S.S. keep it simple, stupid'.



Contributors & partners

The Pitch - Straight to the point

- Describe the dates, host, sponsors, highlights and previous undertakings.
- Be ready to describe the high points briefly and succinctly. Movie makers call this 'a high concept'.

For example

"We at Planet Fashion TV are planning a Fashion run way show featuring the new Lacoste™ women tennis collection with appetizers by Mr. Chow and an open bar serving barrel aged Papa's Pilar Rum owned by the Ernest Hemingway family with proceeds going to Florida Reef Restoration. Julio Iglesias Jr. is debuting his new single and will perform. There is a rumor his father will be attending as well. We are trying to confirm a special appearance from a member of the Hemingway family and will contact you again when and if they commit.

Thank you is the kindest word

The rules of media engagement demand basic courtesies like 'thank you' notes sent to whomever covers your event. Keep it short, succinct and personal.

The Wrap-up

Finally, there will always be press members that though they are interested in your event that may have scheduling conflicts or are clearly unavailable. They should still be included in your wrap up and this gesture will 'feather the nest for future events'. "It takes only once to make a first impression" so make sure you make a favorable first impression.

Keys Takeaways

Don't try to oversell your event. 'Just the facts mam, just the facts'. If the subject is of interest the media target will respond. So know your subject and subject matter, engage on his or her level. Don't go out to catch a headline in the New York Times, begin modestly with the local press, if the news is relevant that will circulate it within their network.

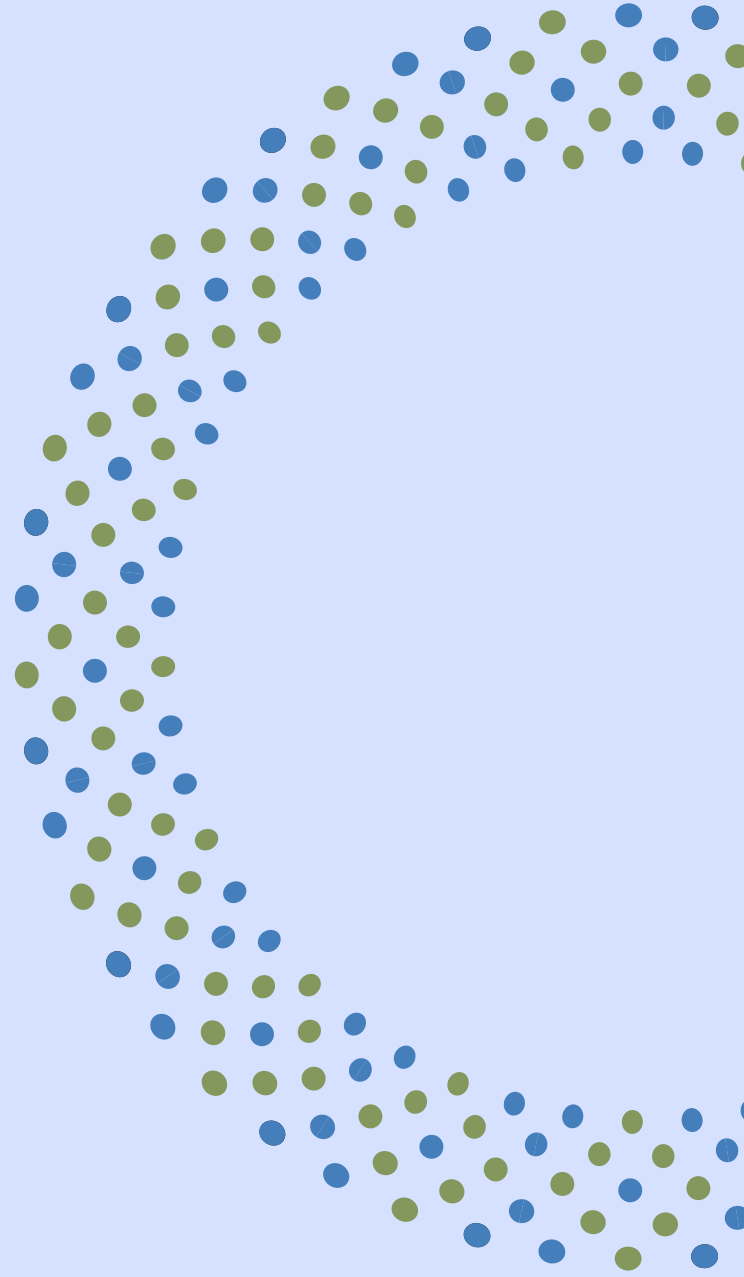
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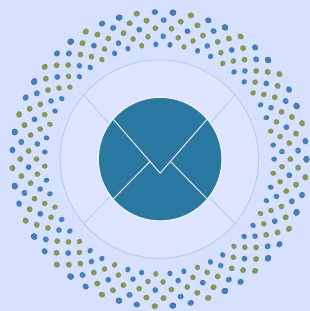
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