



Media Plan

Engaging the media is essential in promoting your event and your message.

Sample Media Plan

News Advisory

- A sample news advisory is provided online
- Purpose is to alert media of a newsworthy event
- Release 1 week prior to event

Local Media Calls

- Follow up News Advisory with personal invitation request
- Complete 3 days prior to event

Press release

- Submit on event day

Advertising

- As your budget and timeline allow, advertise your event in the newspapers, magazines or on local radio stations

Press Packets

- Provide to media attendees the day of the event
- Include the following in the press packet:
 - Event Overview (online)
 - Agenda or Program
 - Speaker biographies
 - News Advisory & Press release