



Your Tactic Book for PR Events



Planning an Event for Media Coverage



An Ebook by



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Why an event?

Events are great ways to get your message across. If well planned, they not only help you communicate a message, a cause or a call to action; they can build relationships with the **media** and create a long lasting impression with journalists.

Events can be very powerful but they should always serve your goals. It is important you don't get too carried away and forget about you want to communicate. Never let the event take over your message! Events are there to **communicate** your message, **reinforce** it and **engage** with the **media** in a positive way.

Planning for an event **to be covered by the media** requires careful planning and anticipation of journalists' needs. This is why this book exists.

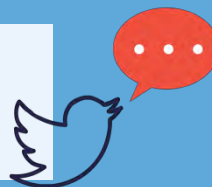
In order to get the media's attention, you have to make your event news worthy, timely and relevant. Just like you would a press release.

We will be talking about your event's **goals**, your event **planning**, **promotion** and **post-event** activities. And once you know exactly how you will approach it, we will give you some **useful tools and services** to put it all together.

Are you ready to create a media-ready event? **Let's go.**

TWEET THIS!

Communicate. Reinforce, Engage.
The three must-do's of #PR
#Events.

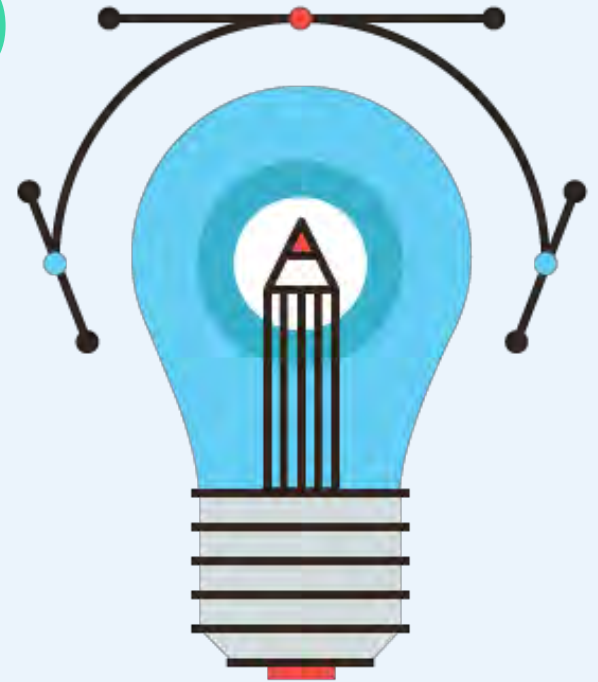


Communicate

Reinforce

Engage

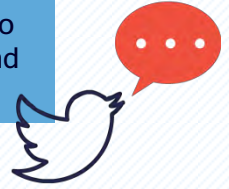
The Plan to **Success**



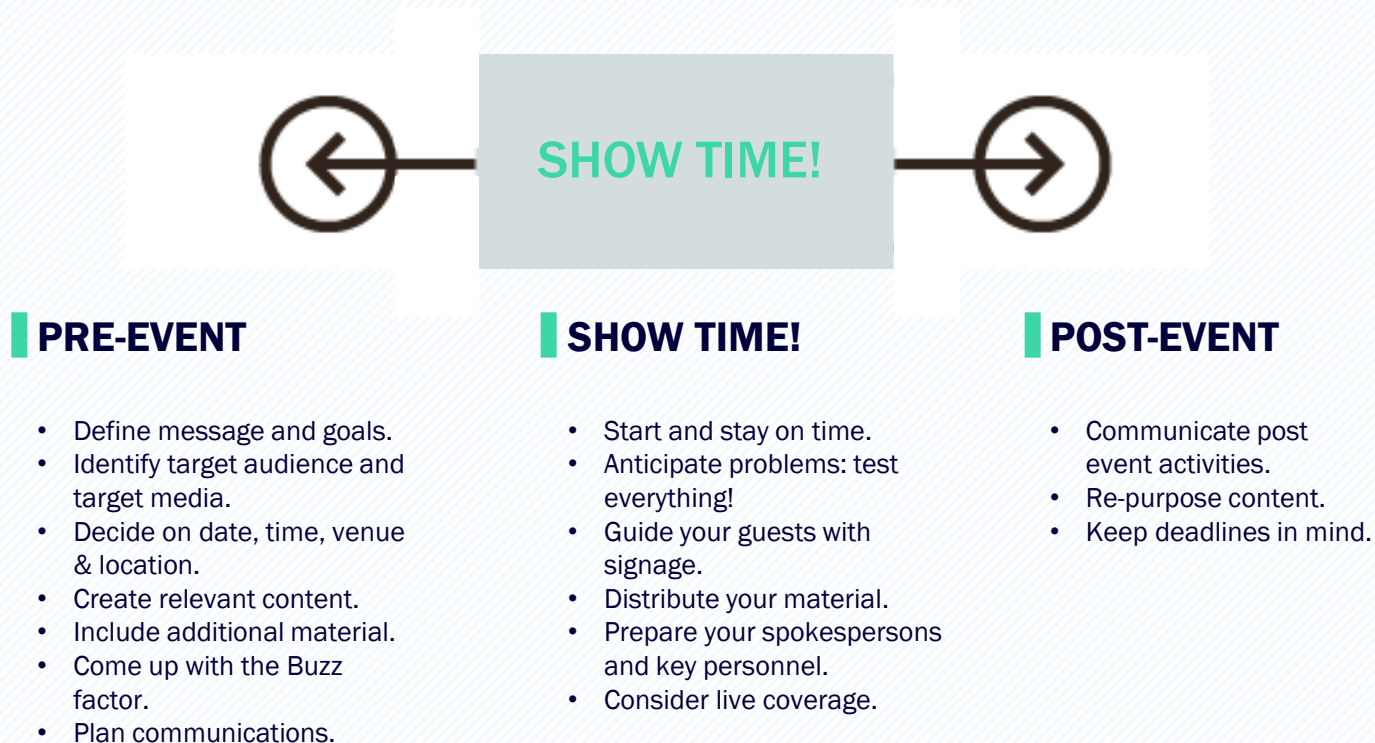
The Plan To Success

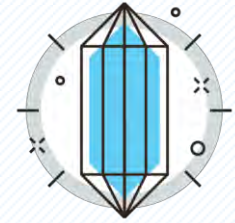
TWEET THIS!

Pre-planning your event is key to its success. Plan for good & bad to ensure a smooth day.



Making your event a success takes careful planning pre, during and post the event. Most of the planning takes place before the event, and the better you plan the smoother the event will unfold.





Pre-event

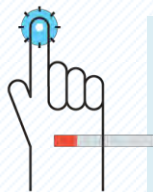
1. Define your key message and goals

Your event must have a clear purpose and a clearly articulated message to achieve your goals. Without one, media might see it as a “non-event”, something not relevant, not newsworthy or not worth covering. Use your key message as a guide to structure your event and shape the information you are going to provide to journalists.

To define your key message, think about:



- 1. What issue or problem are you trying to address?**
- 2. Who does this problem affect?**
- 3. What is the solution?**
- 4. What do you want people to do about it?**
- 5. What do you want journalists to take away from the event?**



TIP

Make sure you do your research and are aware of any news, events or significant and relevant issues that can impact your message. Anticipate any potential questions around these issues and prepare your answers.



Pre-event

2. Define your target audience and target media

Some events are just for media and others may be for a particular audience and covered by the media. Have both clearly defined and shape your messages with your audiences in mind.



TARGET AUDIENCE

Who is **affected by your event**, your cause and your message? The audience of the media outlets you are inviting to your event.



TARGET MEDIA

What media does your target audience read, watch and follow? **Who should be covering this event so that the message reaches the right people?** Create a list of all the contacts you are going to invite and alert them of the event with as much time as possible.



TIP

Once you have your target media in mind, it's time to prepare your media list. Check out [AAP Medianet's Contacts Database](#) or the pay-as-you-go pre-made lists in [Medianet's distribution portal](#) which are already categorised by subject and region.

Pre-event



3. Define event date, time, venue & location

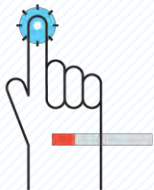
They may seem like simple decisions, but your date and time will have a great influence in the turn out and impression your event has on the media.

SETTING THE DATE & TIME

Setting the date is a matter of research and strategy.

Things to look out for:

- Potential **clashes** with other events.
- Stay clear of **important events** that might take attention away from yours.
- Target media's **quiet days** and suitable times.
- Target media's **deadlines** to submit stories. Avoid scheduling your event on a deadline day.
- Your **competition's** scheduled events.



TIP

Check [Medianet's Event Calendar](#) to see what other events will be happening around your selected date.

CHOOSING THE LOCATION

Your location is critical - it has a major impact on potential turn out and it is also part of the message you are trying to convey.

- Make it **appropriate** – Location speaks for itself!
- Make it **interesting**.
- **Visit** first, decide later.
- Consider **acoustics**. How well will people be able to hear your speaker? How loud can the music go?
- Consider the location of your **promotional items and props** – where would the lectern go? And what about the backdrop?
- **Accessibility** – is the location easy to access? Is parking available?
- **Weather conditions** – Do you have a plan B in case it rains? Is the event weather proof?
- **Size** – Provide the amount of people you are expecting to attend, make sure your venue can accommodate for all of them.



4. Establish content and supporting material

Press releases

Use press releases to provide all necessary information about the event and the reason why this event will take place (see difference with Media Alerts below). **Don't forget your contact details and have someone available to take calls.**

Business cards & Name tags

Make sure all contact and spokespeople have business cards available. You never know when the opportunity will arise to be a journalists' source.

Media kits

Media Kits are packages of useful information made with media requirements in mind. Think about background information including history of your organisation, details about your cause, staff biographies and any other information relevant to the message such as images, reports and fact sheets. **Always be prepared with some extra information.**

Signs

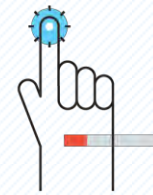
Plan what signs you will need and where will you place them? If you will have **a specific entrance or area reserved for media**, make sure it is easily identifiable. Other signs can point to spokespeople, amenities and indicate the start and end times of certain sessions within the event.

Media Alerts

Media alerts, unlike press releases, exist with the sole purpose of **inviting the media to cover your event**. Send media alerts far in advance and then again closer to the date of the event. Your media alert should only contain the basics: **When, Where, Why and How.**

Banners

Banners, backdrops and other promotional material help establish a connection between your organisation and the message conveyed by the event and can also serve as a good background for photo ops.



TIP

Always carry 10% more in case someone missed out or you have more guests than anticipated or create a digital Media Kit.

Pre-event

Media Kits

Media Kits are packages of useful background information to enrich the story the journalist will write. Below are some of the many content pieces you could add to your media kit. Don't include information for the sake of it. Make sure everything in there is relevant and accurate.

You can distribute your media kits at the event or even better, send journalists your media kits digitally or by post before the event so they come prepared.

Press releases

[See example](#)

Contact Information

Where to get more information

Social Media Channels

Background Information

Quotes

Photos and videos

Instructions to get there

Bios

Reports

Fact Sheets

Hashtags



TWEET THIS!

What should you include in a 21st Century Media Kit? Via @aapmedianet





TIP

You can access a wealth of knowledge on experts and VIP personalities with the [AAP Directories Guides](#) and [Who's Who publications](#).

Pre-event

5. Identify buzz factors

Buzz factors are the elements in your event that will help boost interest. It is important you don't let these overtake the core message and to keep them relevant. You can generate buzz and interest with one or many of the following.

THE MESSAGE

Your message is compelling and **newsworthy**. It makes a difference to your guests lives and is relevant to the media's audience.

THE LOCATION

Location, if relevant to your message, can carry a lot of **significance**. For example, rather than inviting everyone to yet another conference room, that report about Climate Change might have a lot more impact if presented in relevant location, such as a desert or a rainforest.

THE GUESTS

Guests can be media-worthy for a number of reasons: they are **experts in their field**, they are **highly influential personalities**, they could be **celebrities** or they could be the **centre of a very appealing story**. Who attends might just make the difference between turn out and no turn out at all, so make sure your guests are prominent in your communications and you mention the reasons they are there.

THE VALUE-ADD ACTIVITIES

You can organise a number of activities to reinforce your message. These can happen during the event or after. Activities can include **stunts, photo ops, interviews** or even **travel**. As long as it's **relevant** and it gives your event the edge, it's worth it.

THE OUTCOME

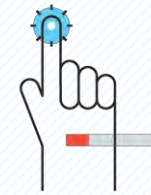
Some events are carried with a very **specific objective to be achieved** by the end of it. Fundraisers, contests, challenges and even polls and surveys are good examples. The outcome is key to bring attention of the media so make sure you state very clearly what that will be and when the media can expect a result.

THE STORIES

Human interest is one of the most powerful ways to **engage** with your audience. Enhance your event with different ways people can engage personally or show how your event can impact people directly.



Pre-event

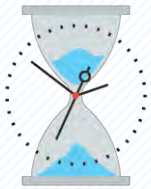


TIP

[Building media lists](#) is easy with Medianet's Contacts Database. Include your event on AAP Agenda for free when you create a [free Medianet account](#).

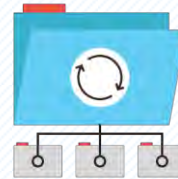
6. Communicate & promote

To decide who you should invite to your event, think of the media outlets you should target based on the audience they cater for. Think of regions, editorial subjects and do your research to know what topics specific journalists usually write about. If you invite a journalist to an event relevant to their interest, the chances of turn out and coverage are much higher.



START COMMUNICATING EARLY

Newsrooms need to plan their coverage and allocate resources such as photographers, videographers and reporters. Alert the media as early as you can and remind them closer to the event date.



USE MULTIPLE CHANNELS

Spread the word about your event via multiple channels to gain maximum exposure. Use editorial calendars, press releases via email and newswires, web publishing, blogs and social media.



INCLUDE CRITICAL INFORMATION

Make sure every piece of communication includes the following critical pieces of information:

- The event's organiser contact details
- Parking instructions
- Agenda
- Maps and directions

- Interview opportunities
- Images and video availability before and after the event
- What makes this event special – the key message
- Why they should attend – the buzz factors
- Where to find information if they can't attend

At the event

Do's & Don'ts

DO

Start on time

Journalists don't have time to waste.

Stay on Message

Everything in the event should be related to your core message.

Be creative

Stand out with creative ideas.

Be helpful

Giving journalists helpful information builds good relationships with them.

Test everything before the start

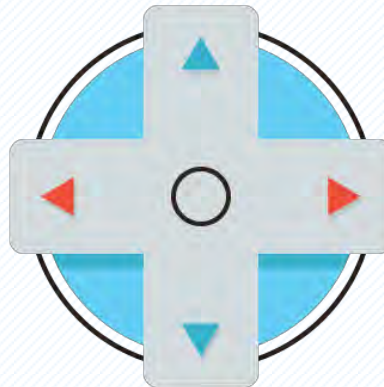
Check that your equipment such as laptops and microphones are working.

Have extra copies of everything

Things can go wrong, you might lose something or someone else could need spare copies.

Encourage live coverage

Have a special **#Hashtag** for the occasion and encourage attendees to tweet or update a **live blog** with the latest on what is happening at your event or dedicate a staff member to live tweet.



TIP

AAP Newswire offers [live blogging services](#) so you can pay attention to the details while we look after your live coverage.

DON'T

Derail from the agenda

It will help you stay on message and the event to stay on time.

Put an inexperienced spokesperson in front of the camera

An experienced spokesperson will deliver newsworthy quotes and understand what journalists are looking for. An inexperienced one may cause frustration or tarnish your reputation.

Break a promise

If you say you are going to come back to someone with more information. Do it straight away and don't break that promise.

Talk about what you don't know about

You don't have to know everything. If you don't know the answer to a question, find someone that does.

Post-event

TWEET THIS!

#PR Events, like press releases, need #visual elements to stand out.



Closing the loop

The end of the event is not the end of the opportunities to obtain media coverage. Once the event is over, you can start collecting all the material and send it to newsrooms immediately. Make it accessible to those who could not attend and update your own channels to optimise inbound traffic.

INTERVIEWS

- Arrange for interviews with your talents.

ASSETS – MULTIMEDIA IS ESSENTIAL!

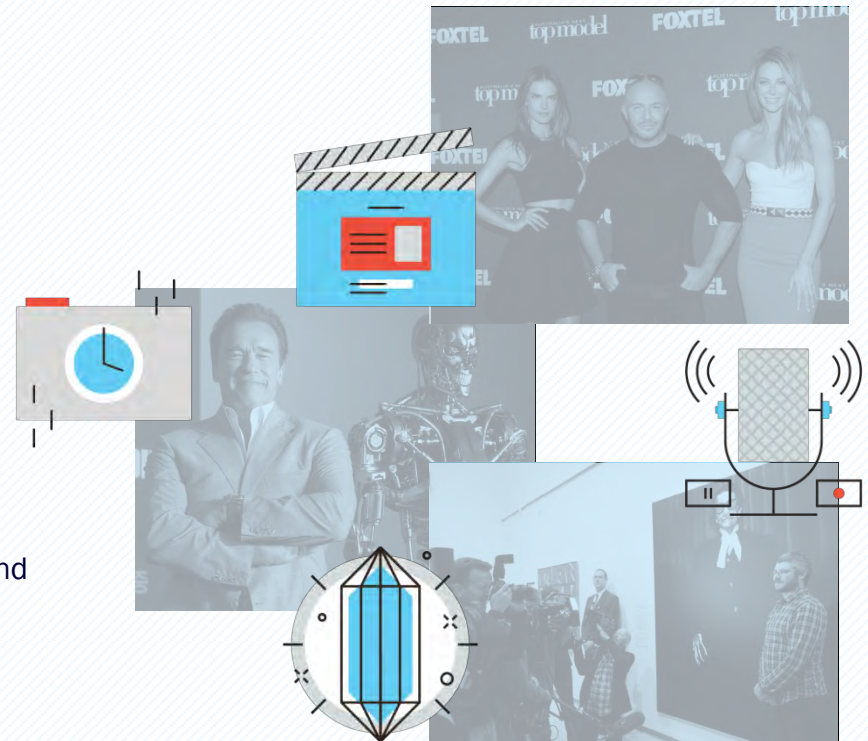
- Have photos taken with your backdrop.
- Compile all video footage and edit it into short grabs.
- Compile audio into short grabs.
- Compile all images and select the best ones to release to the media.

POST EVENT COMMUNICATION

- Send a release with the key outcomes of the event.

RE PURPOSE YOUR CONTENT

- Create compelling content from the information in the event and share on your blog, website and social media channels.
- Thank the journalists for attending and offer additional information.



In Summary:

Is Your Event Media Ready?

TWEET THIS!

Timing, Message and Magic, the three #PR Event essentials. Via @aapmedianet



A media ready event is all about timing, message and a little bit of magic.



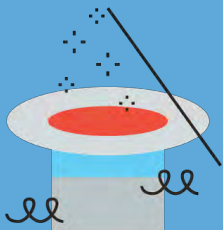
TIMING IS ESSENTIAL

An event is a salient point in time where you get your chance to be heard. Use this moment wisely by picking the right date, time venue and location and communicate these effectively. Don't let yours and others' time go to waste!



MAKE YOUR MESSAGE THE CHAMPION

Make sure your message is the focus of your event. After all, journalists are going to be there to learn about your news and take a story away with them and not just have some fun. Additional material, trained spokespeople and a plan to use it is essential.



ADD A BIT OF MAGIC

Acrobats, magicians, VIP celebrities. These are just some of the fantastic ways to add a bit of magic to your event. Whatever it is, keep it relevant and have it reinforce your message. A little magic can make your event stand out and be memorable.



Take the test

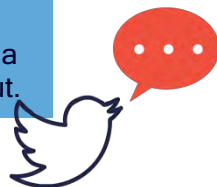
Test your event's media readiness by answering the questions and find out where you need to improve to get the best possible turn out and coverage

Tally your score and find out:

- **> 35 Your event is media-ready!** [Create a free Medianet account](#) and submit it now to Medianet, AAP Agenda and the AAP Editorial Diary.
- **Between 20-35, you are almost there**, you need some more work.
- **< 20, your event may not be ready** or not newsworthy. Keep reading to find out how to improve it

TWEET THIS!

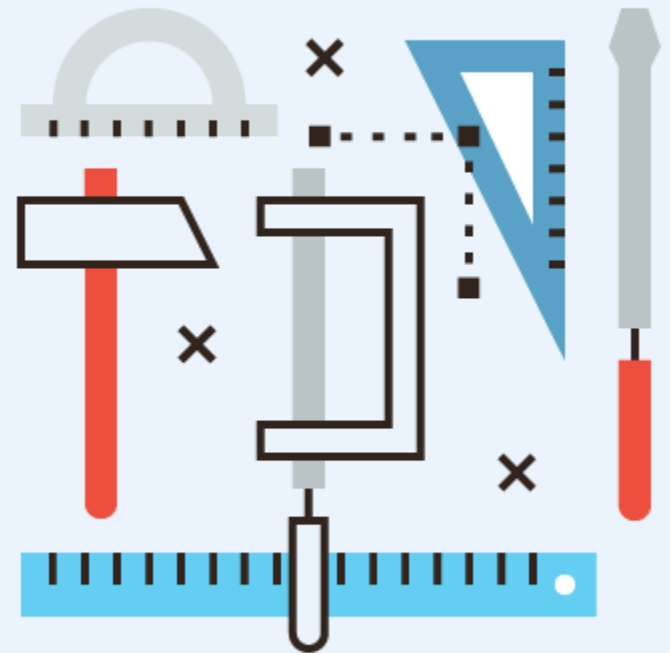
Is your #PR #event really #Media Ready? Take the test to find out.



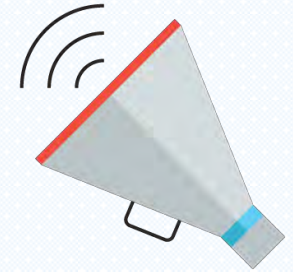
Test your event's media readiness

Factor	Disagree			Agree	
	1	2	3	4	5
Your message is strong and clear					
You clearly know what you want people to do and understand					
You have a well crafted press release					
You have additional material in a press kit					
You know your target media outlets and journalists and how to find them					
Your event has a "buzz" factor					
You know what information to use to follow up after the event					
You have a spokesperson available					
Your message is better delivered with an event than just a press release					
Your event is worth journalists' time					

Tools & Services



Tools & services to Communicate



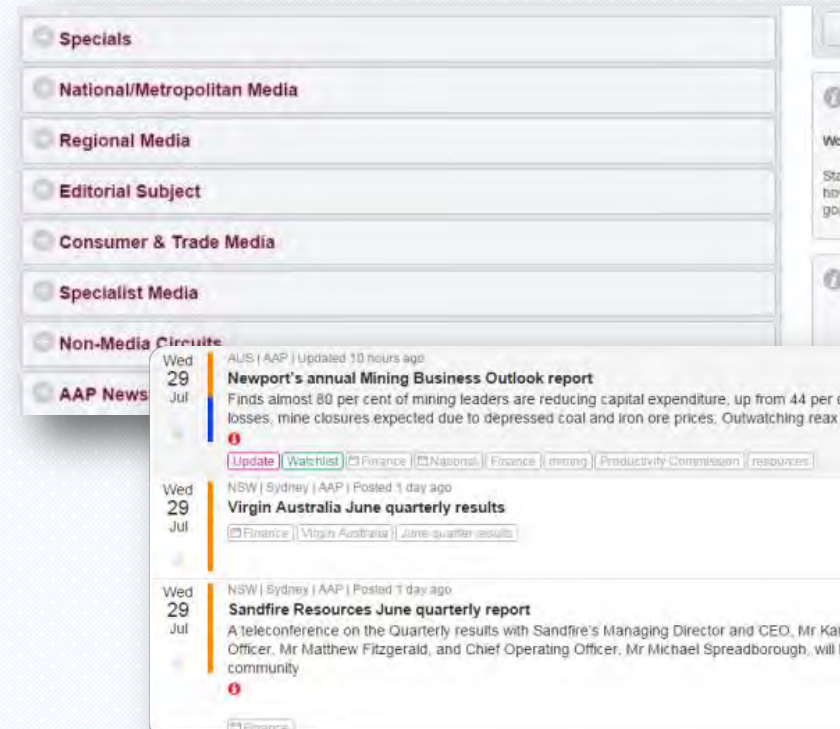
Events require careful planning and sometimes you can't do it all on your own! It is worth getting a little help to communicate, create engaging assets and bring a bit of magic that will make your event a success.

Send press releases and alerts to the right media contacts

- Check out our [Media Contacts Database](#), [Multimedia News Releases](#) and our pay-as-you-go [Distribution Portal](#) to send to pre made lists.

Promote your event for free

- Submit your event to **Medianet** and have it published on our Events Calendar, the AAP Editorial Diary, AAP Agenda and our Events Twitter handle (requires a FREE [Medianet account](#)).



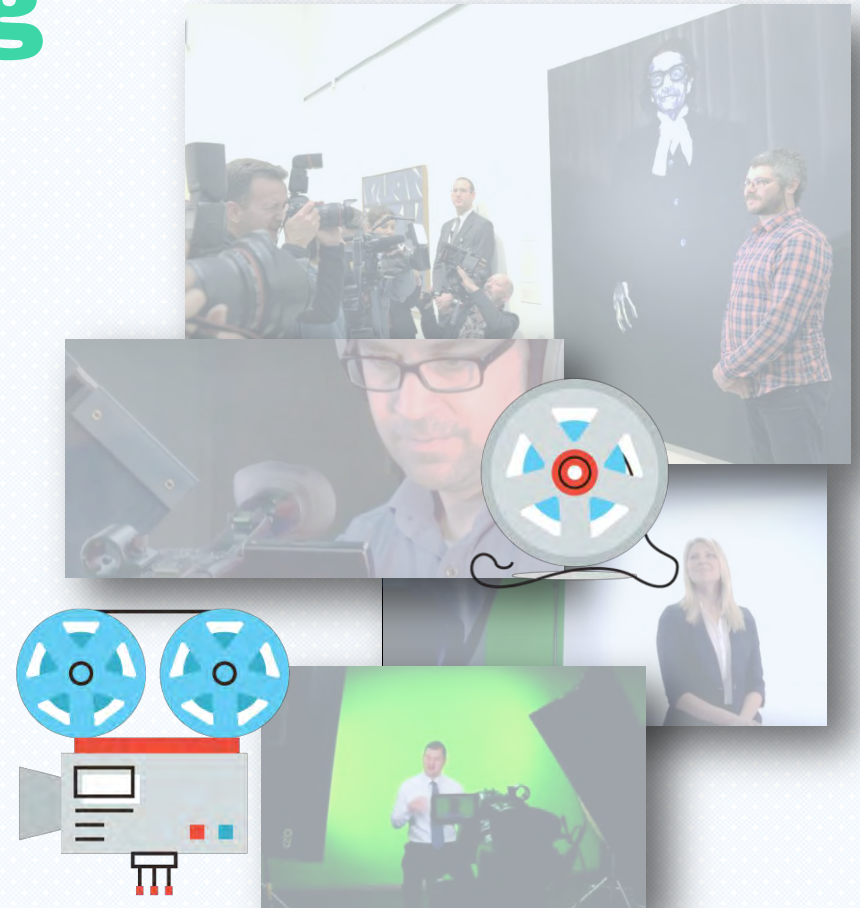
Tools & services to create engaging assets

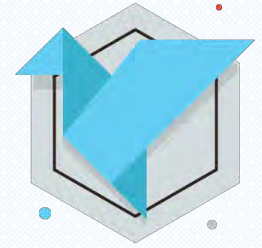
Create video footage and professional photography for your event

AAP's commissioned services offers a range of customised solutions to help you share the news of your events, corporate messages, promotions, product launches, training and other projects, in your own way.

Quality assured, AAP's visual media service will add colour and life to your project with the added benefit of having the option of having content from your event **added to AAP's online multimedia archive**, for even more reach.

[Find out more](#) or [request more information](#).





Tools & services to create engaging content

Keep everyone up-to-date with a live Blog or complement your event with professionally written copy for reports, whitepapers and collateral.

AAP can create:

- Graphics and Widgets
- Static or interactive

AAP can help tell your story by creating unique, shareable visuals for your presentation, publication or website.

We combine journalistic rigour, insightful analysis and cutting-edge design to produce infographics and interactives that deliver a compelling narrative and engage your audience.

[Find out more](#)

1 month ago
After a fine lunch and dessert, Tony Gillies, Editor in Chief of AAP has a takeaway for you

Tony Gillies
@TonyGillies

Follow

Really enjoyed talking to #NSWBBC guests re media. Engaged

audience.

Thanks to all for a great event.

3:08 PM - 14 Aug 2015

Retweet 12 Like 5

Ten tips to get your message through to the news media - and your audience

1. Know your media. Reach the right person.
2. Give us plenty of notice.
3. Keep it succinct. Don't attempt to write the perfect story.
4. Give us the facts - bullet points.
5. People love lists. Five things you need to know about ...
6. Give us a reason. Why does it really matter?
7. Talents leads, contact details, times available. (Can you help us with a case study?)
8. Content contained - images, video, audio.
9. Timing. Consider deadlines but don't manage the media.
10. Delivery via the AAP PR wire is great. Journalists look for it.

ECONOMY

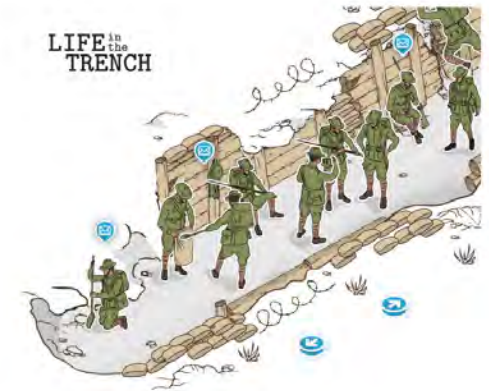
Traditional currency must meet three criteria: store of value, a medium of exchange, and a unit of account. Currently, Bitcoin can serve as a beneficial medium of exchange and within the Bitcoin economy it is a unit of account. However, falls short when it comes to being a good store of value.



Digital currencies are similar to third party services such as credit cards and PayPal and complement traditional currencies.

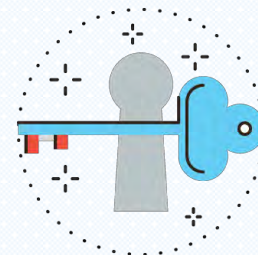
.Except for maybe an amazing dessert

LIFE in the TRENCH



Tools & services

to invite the right guests



Our digital and hard copy guides and directories offer valuable insights into the lives of prominent Australians and contact details of influential personalities, associations and power groups.



Directory of Australian Associations

Access to every specialty interest group in the country, including the non-profit sector. Review profiles and contact details for sport and recreation organisations; cultural, social, ethnic, business/professional associations and environmental organisations etc.



The Australian Local Government Guide

Access comprehensive profiles for over 700 local councils and government bodies nationwide. Get detailed contact information for mayors, local government CEOs, councillors, executive staff and other key personnel.



National Guide to Government

A comprehensive guide to federal, state and territory government in Australia. It provides contact information (including direct emails) for thousands of government officials as well as all federal, state and territory members of parliament.



Who's Who in Australia

Featuring prominent Australians from a range of fields including business, politics, the arts, sport, law, entertainment and academia. An unique perspective on prominent individuals containing thousands of biographical entries.



Who's Who of Australian Women

Featuring prominent women from a range of fields, including business, politics, the arts, sport, law, entertainment and academia, complete with thousands of biographies, reflections and insights.



Who's Who in Business

Featuring individuals and organisations from all sectors of Australian industry, as well as individual entries on senior employees. Over 5,000 organisations, 10,000 biographies and 20,000 key staff references.



Tools & services to stay on message

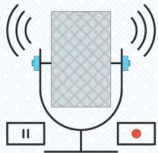
Media Training provides you with the knowledge and skills to understand and better work with the media. Perfect for media communicators from all experience levels, Medianet's training courses can provide you with new insights into how to write the perfect media release, handle media interviews, engage with the media in a crisis and more.



Writing Effective Press Releases

Master the perfect press release with skills for crafting your press release, identifying news angles, approaching journalists and ultimately, increasing your chance of pick-up.

[Find out more](#)



Media Spokesperson Training

See the world through journalists' eyes and understand what is most likely to gain their interest. Gain training in planning, message structure, media-friendly language and handling difficult questions before undergoing at least two interviews by a working journalist.

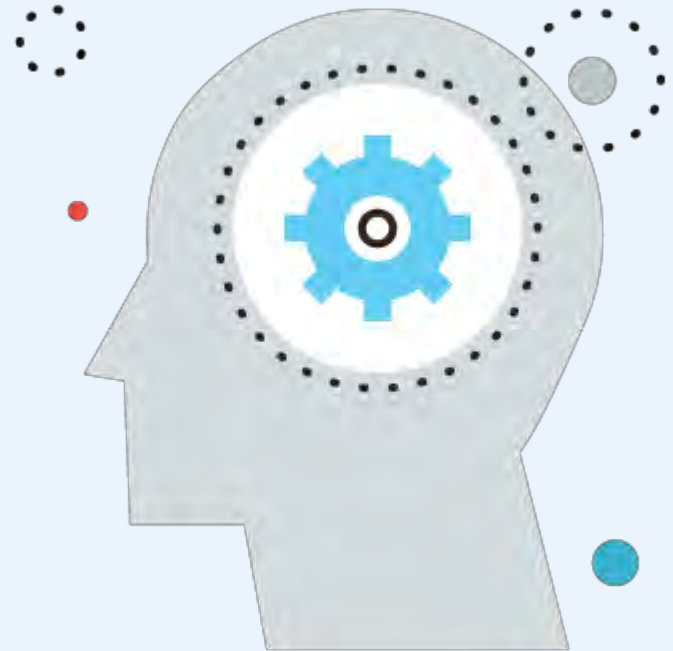
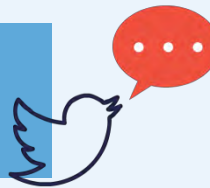
[Find out more](#)



Thought starters

SHARE THIS BOOK

What #event type best matches
your #PR goals? Via
[@aapmedianet](#)



The event type right for you

Certain types of events cater to certain goals and content. Pick the right one to reinforce your message.

BREAKING NEWS

Something happened. The media is hungry for the latest developments. It needs to happen quick and efficiently.

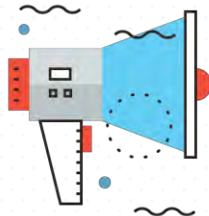
Press conferences and briefings are the most popular type of events used for breaking news, those that require the immediate attention of the media.

TYPES

- Press conference
- Press Briefings

GOALS

- Inform



DATA, CONTENT, KNOWLEDGE

There are events dedicated to present some sort of valuable knowledge such as reports, survey results, product specifications or research outcomes.

They usually have speakers and spokespeople who clearly present this knowledge.

A summary of the knowledge is usually provided in the form of a fact sheet, a copy of the report or key insights and samples.

TYPES

- Conferences
- Seminars
- Meetings
- Trade Shows
- Business Dinners
- Presentations
- Product Launch

GOALS

- Inform
- Persuade





FUNDRAISING

Raising funds requires resourcefulness and creativity. After all, budgets are not usually generous and most of funds are meant to be spent on the cause.

Not for profit organisations are the main generators of fundraising events, but so can be political parties and grassroots movements.

In order to get the audience to give their hard earned money to a cause, the event has to be compelling, creative and highly efficient at getting the message across.

TYPES

- Galas
- Themed events

GOALS

- Engage
- Receive donations



ENTERTAINMENT

Events that involve celebrities, artists, sports and movies stars are usually very sought after by the media.

They present opportunities for interviews with popular celebrities, photo and video material which can generate a lot of views, clicks and shares.

Photos, interviews and video during and after the event are common in this type of events.

TYPES

- Sport events
- Premiere
- Concerts
- Awards

GOALS

- Entertain
- Reinforce
- Engage



AN AAP BUSINESS



SOCIAL

As a community, events that reflect traditions, culture or reminds of significant episodes of the past resonate with the media which will endeavour to cover events that are relevant to their particular audiences.

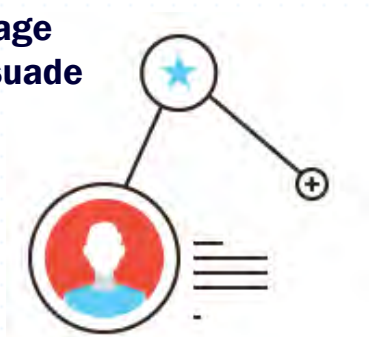
Social events such as weddings, anniversaries, ceremonies and even birthdays are and will always get the attention of the media. In some cases they are used to push for a cause and in other cases they are part of the social fabric of the community they are embedded in.

TYPES

- **Weddings**
- **Birthdays**
- **Anniversaries**
- **Ceremonies**

GOALS

- **Celebrate**
- **Engage**
- **Persuade**



POLITICAL

The fight for presence in the media agenda often has its origin in a need to influence a different agenda – the political one.

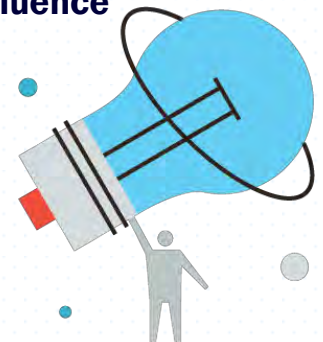
Groups wanting to make their voice heard about a matter of political and social significance can also use events to get the attention of the media.

TYPES

- **Strikes**
- **Protests**
- **Press Conferences**

GOALS

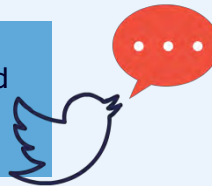
- **Inform**
- **Persuade**
- **Influence**



Templates & Real Life Examples

TWEET THIS!

Check out these #pr release and
#media alert templates via
@aapmedianet.



Press Releases for Events

EMBARGOED UNTIL 16/12 9AM



Company/Organisation

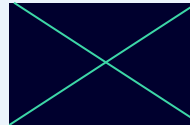
DATE: Make sure this is clear and include embargo details if required (especially if the event has not happened yet).

PRESS RELEASE

Headline:

Hook your reader with a catchy and attention-grabbing headline. This is meant to get the attention of the journalist.

Opening Paragraph: In one paragraph, wrap up the essence of your story. Ask yourself “What is the most important news angle and what would get your audience interested?” Answer the main questions: Who, What, Why, When, Where and How.



Body Content: Use the inverted pyramid structure where the most important information is at the top of the release and the least important at the bottom. Provide more detailed information about the 5Ws you addressed on the opening paragraph, one per paragraph. Mention interview possibilities and visual moments.

Quotes: Including a quote from an organiser or leader in your release will increase your organisations credibility.

Contact Details: Make sure you enter the relevant details of your media contact. Include a choice of email and phone and double check they are correct.

Instructions to Media: If your release is being sent before the event, include information about how to access the event.



The timing of your release is important. You have a few options and should take advantage of as many as you can:

1. Send an **embargoed** release before the event to be published **on the day or after** the event.
2. Send a release **before the event** to be published immediately, before the event.
3. Send a release **after** the event, recapping what happened at the event or with additional information.
4. Include the Press Release in your Media Kit to be sent out to journalists before the event and distributed during the event.

Include images to make your release stand out.

Images increase your chances of pick-up by 70%!

Use press releases to provide all necessary information about the event and the reason why this event will take place (see difference with Media Alerts below). This is not information about the event, but the story you want to see published. **Don't forget your contact details and have someone available to take calls.**

Event Press Release– Real Life Example



Restaurant
& Catering



MEDIA RELEASE
IMMEDIATE
TUESDAY 25 AUGUST

WA WINNERS UNDER THE AWARDS FOR EXCELLENCE SPOTLIGHT

The best restaurateurs, caterers and café operators in Western Australia were announced at the Savour Australia™ Restaurant & Catering HOSTPLUS Awards for Excellence last night.

The industry's night of nights held at Perth Convention and Exhibition Centre recognised the operators who provide exceptional service, demonstrate culinary excellence, and deliver great ambience and value for money across 37 categories.

The winners of the major award categories include:

- Mosmans Restaurant, Mosman Park – *Restaurant of the Year*;
- Mustard Catering, Perth Zoo – *Caterer of the Year*;
- Hans Lang – *Lifetime Achiever*; and
- Warwick Lavis – *Hall of Fame*.

In addition to its major award, Mosmans Restaurant also won best *Seafood Restaurant*.

Beaumonde Catering, Bassendean also took out two awards, winning both the *Corporate Caterer* and *Events Caterer* categories. Mustard Catering, Perth Zoo also excelled in two categories, being titled both *Venue Caterer* and *Wedding Caterer*.

Restaurant & Catering Australia (R&CA) CEO John Hart congratulates the winners of each category.

"The winners should be proud of their achievements, as they have been rigorously reviewed in one of the most objective awards systems, which looks at the entire dining experience, rather than a single food or service dimension.

"It is this dining experience that attracts international visitors to our country and is proudly promoted in Tourism Australia's *Restaurant Australia* campaign. Local produce is a key selling point for international visitors and the Awards for Excellence provides an opportunity to promote the fantastic produce and wine grown in the local region.

"I thank all the operators who participate in the Awards for Excellence program for their passion, commitment and dedication to their craft. Both the finalists and winners have made a significant contribution to the industry and its reputation for great food and wine across the world," said Mr Hart.

Stewart White, Chair of Judges for the Awards for Excellence, says it is important to note that businesses are judged using criteria established by their customers.

"Knowing your customer and exceeding their expectations is pivotal to success - businesses need to serve great food, to evolve and innovate, and invest in their staff. The Awards for Excellence provides a benchmark for this success with its criteria determined by consumers who rank what is important to them in the dining experience," said Mr White.

Some of the winning businesses will compete at the national Awards for Excellence held at the Brisbane Convention and Exhibition Centre on Monday 26 October.

"The rewards have never been greater for those who participate in the program, with finalists and winners highlighted on the [Savour Australia website](#) to the world", said Mr Hart.

The Awards for Excellence supports the inaugural WA Wine List Awards, which was held at Bathers Beach House, Fremantle in June this year. R&CA partnered with Wines of Western Australia to recognise Western Australian restaurants that developed an outstanding wine list and excel in wine service, through the WA Wine List Awards.

The winning restaurants included:

- The Terrace Hotel, Perth - *Hotel / Motel / Pub / Club / Resort Wine List*;
 - Rustico Tapas & Wine Bar, Rockingham Beach - *Informal Dining Restaurant: Small Wine List*;
 - The Old Brewery, Perth - *Restaurant Wine List: Extensive*;
 - Redmanna Waterfront Restaurant, Mandurah - *Restaurant Wine List: Comprehensive*; and
 - Amphoras Bar, West Perth - *Small Bar Wine List*.
- Major Awards**
- Mojo's Restaurant, Bunbury - *Best Regional Wine List Featuring WA Wines*; and
 - The Terrace Hotel, Perth - *Best Metropolitan Wine List Featuring WA Wines*.

ABOUT SAVOUR AUSTRALIA

The Savour Australia™ Restaurant & Catering HOSTPLUS Awards for Excellence is a nationally recognised, independently judged awards program that highlights exceptional service, culinary excellence, incredible ambience and value for money. Savour Australia is Restaurant & Catering Australia's (R&CA) consumer brand, aimed at promoting and profiling caterers, restaurants and café businesses to aid diners. The [Savour Australia website](#) offers diners one of the largest online directories of restaurants and cafes to search and book from.

Join the conversation on the Awards for Excellence at Savour Australia #savourawards

<https://www.facebook.com/savouraustralia>
<https://instagram.com/savouraus/>
<https://twitter.com/savouraus/>

< ENDS >

For further information, please contact:

Chief Executive Officer
Restaurant & Catering Industry Association
P: 1300 66 66 66 or 04 939 99 99
E: info@rci.asn.au

Organisation Logo /
Name

Date of release

Headline

Who, What, Where and When

What -Detail

Quotes

Additional
information

Media Contact (Name, Title, Contact
Details)

Event Press Release– Real Life Example



MEDIA RELEASE

EMBARGO UNTIL 16TH AUGUST 2015

Jesinta Campbell buddies up with Blackmores Sydney Running Festival

TV personality, model and fitness fan Jesinta Campbell will be striding it out at the Blackmores Sydney Running Festival, having been named the official event ambassador for 2015.

Joining over 34,000 participants on Sunday 20 September 2015, the former Miss Universe Australia will be encouraging all Aussies to pull on their trainers to run over the Harbour Bridge, traffic free on race day.

"I am so excited to be part of the Blackmores Sydney Running Festival this year," said Jesinta. "I love being outdoors and being active with my friends and family so it's the perfect mash-up of some of my favourite things," she said.

The Blackmores Sydney Running Festival incorporates the Blackmores Sydney Marathon (42km), Blackmores Half Marathon (21km), Blackmores Bridge Run (9km) and Medibank Family Fun Run (3.5km) – so there is something for everyone, at any age and every level of fitness.

"What I am most looking forward to most is running across the Harbour Bridge and taking in the sights and sounds of this beautiful city I live in. And of course, making it across the finish line!" she laughs, "I'll definitely be taking some Blackmores Magnesium!"

"I am really passionate about looking after your personal wellbeing and encourage everyone to get outside and go for a walk or run – it can really help clear your mind!"

Many runners are looking to raise funds for charity with over \$14 million dollars raised since the event's inception. This year participants can fundraise for one of the 37 official charities including lead charities Can Too Foundation and Cerebral Palsy Alliance, or one of their own chosen charities.

After crossing the finish line, Campbell will celebrate her race results with all participants on the grounds of the Royal Botanical Gardens at the Blackmores Sydney Running Festival Recovery Village. There will be free entertainment, Blackmores Yoga to help runners recover and free massage available for all participants.

To get involved and join Jesinta Campbell run at the Blackmores Sydney Running Festival, register now at www.sydneyrunningfestival.com.au and come on the path to wellbeing with Blackmores.

Blackmores Sydney Running Festival is proudly supported by the NSW Government, through its tourism and major events agency Destination NSW.

** ENDS **

For more information, interviews opportunities or images please contact:

PR Manager, Blackmores
P: 02 9550 1000 | 04 22 00 00 00
E: pr@blackmores.com.au

PR Executive, Blackmores
P: 02 9550 1000 | 04 22 00 00 00
E: pe@blackmores.com.au

About Blackmores Sydney Running Festival, contact info@blackmores.com.au or 04 22 00 00 00

Notes to editor:

1. Blackmores is Australia's number one brand in dietary supplements¹ and we understand that when you know what keeps you going, gets you back in the game and out on the track, you're on your way to Being a Well Being!
2. Jesinta will be participating in the Blackmores Half Marathon starting at 6:00am or the Blackmores 9km Bridge Fun Run which will begin at 9:00am
3. Blackmores is also promoting the Blackmores Exercise range. Here favourites are:
 - a. **Blackmores Exercise Multi**, RRP \$26.99
Blackmores Exercise Multi is a dual layer tablet which helps you get the most from your workout and your day, in a one-a-day dose. It is formulated with nutrients to support daily exercise including Siberian ginseng, to support stamina, endurance, and exercise performance whilst providing daily energy B vitamins which play a role in cellular energy production, magnesium and amino acids.
 - b. **Blackmores Muscle Magnesium**, RRP \$28.99
Blackmores Muscle Magnesium powder is formulated using a high potency, easily absorbed form of magnesium - magnesium citrate. It is free from any additional ingredients which may keep you up at night so you can take Muscle Magnesium during the day or into the evening to help support your muscle health and repair.

For more information, please visit <http://www.blackmores.com.au/>

¹ Australia's #1 brand in dietary supplements based on Aztec Australia grocery and pharmacy MAT Sales to 17/05/15.

Be a Well Being

Blackmores.com.au

BLACKMORES

medianet
An AAP Business

Event Logo / Name
Document Type
Embargo notice and Date of release

Headline highlighting main Buzz factor

What, When and Where

Additional information and quotes

Why and information for target audience

Media specific information and contact details.

Media Alerts



For immediate release

15th October 2015

MEDIA ALERT **ATTENTION-GRABBING HEADLINE**

What: Information about your upcoming event including the date, time and location. *"The department of Foreign Affairs will be making a major announcement concerning the bilateral negotiations with China."*

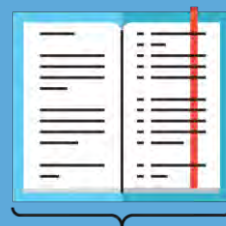
Who: Who is organising or on behalf of who is this event being organised? Include talents, interview opportunities and spokespersons. *"The announcement will be made by the Minister of Foreign Affairs and there will be opportunities for asking questions to the Minister and Australia's Ambassador in China"*

Where and When: Include the location of the event, instructions to get there, parking information, media access points, entries, etc." *The announcement will take place at the Department of Foreign Affairs on the 29th September at 11am. Address: R.G. Casey Building, John McEwen Crescent, Barton ACT 0221 Australia
Media access through East gate from 10am."*

Why: This is the reason why this event is taking place. What is the purpose or objective? What do you want people to do? *"The announcement will have an impact on the transport and mining industry sectors ahead of the Free Trade agreement"*

Who should attend: Differentiate here between your target audience and your target media. Here is where you talk about your target audience which should be ideally your target media's audience. Your media target will be defined by who you decide to send this alert to. Make sure you include any relevant instructions for getting access or permission to cover the event if relevant. *"All media that wants to inform the general public and especially the relevant industry groups are encouraged to attend. Only accredited media outlets will be allowed entry. Media which wishes to cover this event, contact Mary Smith at xx xxxx xxxx"*

Media Contact: Designate a person that will be the point of contact and always available to answer calls. Include this person's contact details here including phone, email, social media accounts and website. *"For media enquiries please contact Mary Smith, Press Secretary at xx xxxx xxxx or by email to press@dfat.gov.au"*



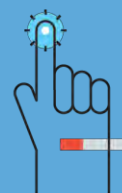
Media alerts or **Media Advisories**, unlike press releases, exist with the sole purpose of **inviting the media to cover your event.**

Not all media alerts are the same, include only what is relevant and keep it concise.


Send media alerts far in advance and then again closer to the date of the event. Your media alert should only contain the basics: **When, Where, Why and How.**

TIP

Media alerts are "invitations to cover" your event. Stick to the basics and send them as soon as you can to allow newsrooms to plan for your event.



Media Alerts – Real Life Example

 **parkinson's** IN THIS TOGETHER
NSW

MEDIA EVENT ALERT

FOR IMMEDIATE RELEASE 16th SEPTEMBER 2015

WORLD'S LARGEST CORE FITNESS CLASS
Parkinson's NSW calls for Sydney's CBD workers to get moving for World Record attempt

On Friday September 18, Parkinson's NSW will attempt a Guinness World Record to hold the World's Largest Core Fitness Class to raise awareness of Parkinson's disease.

To achieve the record, over 300 people (the current record is 283) will take to the area between Pitt and Castlereagh Streets in Martin Place for 30 minutes of fun and fitness led by a qualified team of instructors.

Miriam Dixon, Parkinson's NSW said "We decided to attempt a world record as we need greater awareness of this disease that affects more than 80,000 Australians and their families. We are hoping that we will raise awareness throughout the general public and gain some media attention in a fun and positive way."

According to Associate Professor Colleen Canning, "People with Parkinson's should ensure they get their daily dose of exercise. Gold standard studies have confirmed that exercise improves mobility and prevents falls and is cost-effective. So the message is to get moving and stay on your feet. It is never too early or too late to get started"

Location:
The GWR attempt will take place in Sydney's Martin Place, between Pitt & Castlereagh St

Key timings:
11:00-12pm pre-event press interviews and opportunities
12pm-12.15pm Participants start to arrive
12.15-12.30pm participants in place
12.30pm-1pm the world record attempt

Interview opportunities:
People with Parkinson's, Newcastle Knights player James McManus, Parkinson's NSW Spokesperson Miriam Dixon and expert researchers and Neurologists

Visual opportunities:
Newcastle Knights player James McManus with Parkinson's patients and GWR attempt participants

About Parkinson's disease

- Over 80,000 Australians live with Parkinson's disease
- Of all those diagnosed, 18% are of working age (16-65 years of age) and 10% are under 40
- There is no known cause, prevention or cure for Parkinson's
- Government funding is limited.
- Parkinson's affects people from every socio-economic group
- Access to medical assistance and support services in regional areas is limited and in some cases, non-existent

About Parkinson's NSW
Parkinson's NSW provide invaluable, essential services to people with Parkinson's, their families and carers by providing free services throughout NSW - Counselling, InfoLine staffed by nurses, Neurological Nurses in the community, over 67 Support Groups and funding research to find new treatments and finding a cure.

Every hour of everyday someone in Australia is diagnosed with Parkinson's

MEDIA INFO: Contact [redacted] Marketing Director, Parkinson's NSW / 0433 200 410 / claire.mauldin@parkinsonsnsw.org.au

Organisation Logo / Name

Document Type

Date of release

Headline

What, Where and When

Why

Clear instructions
to gain access and
opportunities for
visuals

Additional information to
support the Why


Media Contact
(Name, Title, Contact Details)

Image



Media Alerts – Real Life Example

MEDIA ALERT



Research briefing: 8am -12.30pm, Wednesday August 19, Park Hyatt Hotel, Canberra

Skills, Settlement and Social Cohesion: getting the most from Australia's migration and refugee initiatives.

AMES Australia and the Migration Council of Australia are presenting a briefing on the latest, research, views and commentary on contemporary issues affecting the settlement of new migrants, refugees and asylum seekers in Australia.

New research and commentary will be provided by Professor Klaus Neumann, Swinburne University of Technology; Henry Sherrell, Policy Analyst, Migration Council Australia; Dr Kim Huynh, School of Politics and International Relations, ANU and the AMES Australia Research and Policy Unit.

Where: Park Hyatt Hotel, 120 Commonwealth Avenue, Canberra
Date: Wednesday 19 August 2015
Time: 8.00am to 12.30pm (followed by lunch)

For images, interviews and more information please contact AMES Media Advisor, media@ames.net.au or 04 1111 1111

Organisation Logo

Document Type

Headline

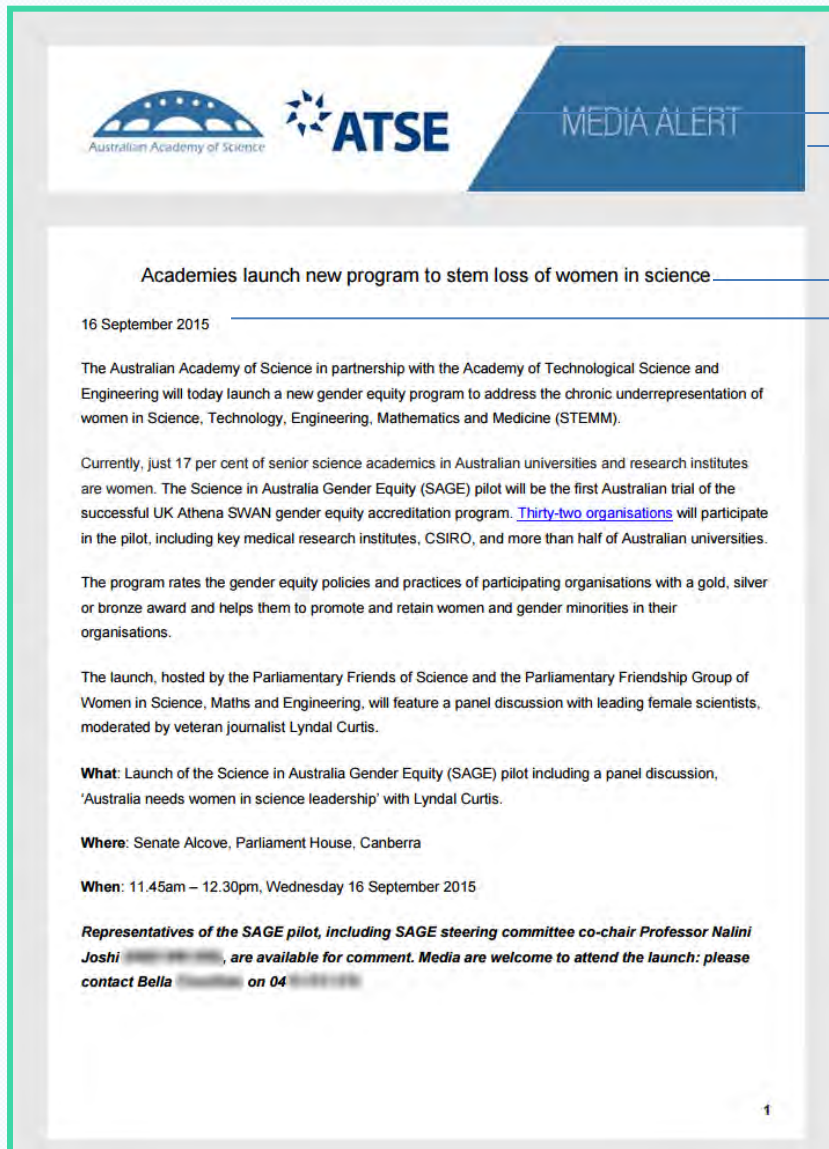
What

Who

Where, When and clear instructions to gain access

Media Contact (Name, Title, Contact Details) and opportunities for interviews and photographs.

Media Alerts – Real Life Example



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