

Press Pack Guide

A press pack may include some or all of the following:

- press release
- CD with selected images
- agenda of event
- price list of products
- corporate or sales brochure
- business cards.

Ensure the following are completed before the event:

- Compile a database or list of relevant media contacts.
- Email an invitation or pre-launch press release to media at least a week before.
- If possible, send them the agenda too – they may not be able to attend the whole event but might turn up at the best time to get the most news.
- Remember the photo opportunities – the press may send a photographer instead of (or as well as) a reporter. Ensure you have all your 'props' e.g. ribbon, scissors, large cheque.

On the day:

- Memorise the names and titles of VIPs – the reporter will expect you to know.
- Keep an eye out for the photographer or reporter – they may introduce themselves or they may not. You need to be available to answer their questions, ensure they speak to the relevant VIPs and take the right photos.
- Remember to give them the press pack!