

Reimagining Events

PR For Events

SUMMARY

PR as a marketing function presents a valuable, cost-effective and results driven way to communicate with the media to reach your target audiences and inform them about events.

KEY CONSIDERATIONS

The role of PR in an event's marketing mix and how to plan and implement a campaign, while building a rapport with the media.

CHECKLIST

1. Public Relations

- PR is a below-the-line function that secures editorial coverage in the media without placement charges. When advertising is booked be sure to request free editorial support and supply a press release and photography.

2. Public Relations is Communication

- Identify all the media platforms that are relevant to your event and start to create a Press List of contacts that you can target for coverage on your event.

3. Local Media

- Research and get to know your local media within the different sectors from features to entertainment, culture to sports, etc. Start to add these contacts to the Press List and update it on a continuous basis as you meet new journalists.

4. Media Relations

- This is the foundation of all PR activities and the press release is the most important tool, as it forms the basis for content that can be tailored for multiple uses. Rather than issuing a press release as a blanket email, take a targeted approach and write a personalised email to each journalist you target.

5. The Press Release

- Always follow the inverted pyramid format when writing a Press Release, remember the 5 Ws -Who Where Why What When & How and limit to one page.

6. Photography

- Send a photograph with the press release to bring the story to life. Ensure the images are a minimum of 1mb each for reproduction in print. Send by email as an attachment to a maximum of 8mb in total. If higher than this send the images by WeTransfer or Drop Box links in the body of the email.

7. Media Monitoring

- Always monitor the media for the coverage that is generated. This allows for accurate reporting on the results of the PR campaign. This report can be used as part of a Sponsorship Pack or when applying for public funding.

8. Google Alerts and Keywords

- If you cannot afford to engage a media monitoring company, set up Google Alerts to track online mentions and use the 'Search' function with keywords on the online sites. If a journalist has committed to reporting on the event, ask him or her when the piece is scheduled to appear.

9. Crisis Communications Plan

- Strongly recommend putting a communications plan in place for every event. This should be an A to Z of how to handle a media query from the first call to assessing the situation to responding. Everyone on the events team should be aware of the plan.

USEFUL LINKS

Sign up to Tourism NI industry news and events at <https://tourismni.com>

Keep abreast of Tourism NI Insights and Intelligence at <https://www.tourismni.com/industry-insights>

Check out TNI support resources including links to events-specific webinars at

<https://www.tourismni.com/build-your-business/events-webinars>

Events Unit contact email: EventsUnit@tourismni.com