ISA Calgary Show
2022 Expo & Conference
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PRESS RELEASE TIPS

What is a press release?

Press releases are official announcements regarding something new and significant about your business, event and or products and services. Sending out a press release can help convince the media to publicize your story and give you earned media.

Why send a press release?

There are a variety of reasons to send a press release. Some of the commen objectives are to get media coverage, build your brand's reputation, manage a crisis, and market your company in a cost-effective way.

When send a press release?

When your company has something newsworthy to share, you should send a press release. The seven elements of newsworthiness are: Imact, Timeliness, Proximity, Human Interest, Conflict, the Bizarre and Celebrity. Some reasons to write a press release include product launches, events, partnerships, breaking news announcements, crisis management, hiring new executives and nominations or winning an award.

What's included in a press release?

Write a catchy headline. Summarize your subject in the first paragraph. Make it relevant to your audience. Press releases generally include the following:

- Headline - short and catchy that describes what the press release is about
- Body copy - be thorough with details and include links that may be helpful
- Quotes - include quotes from C-level executives or someone directly related to the news
- City, province, location - clarify where the news is happening
- Press contact - include someone who represents the company will reply quickly
- Boilerplate - simple text that explains your organization

How to distribute your press release

There are multiple ways to push out your press release. Some options include:

- Pitch your story to local news outlets
- Send your story to industry publications
- Blast it out using wire services
- Submit your press release in the Exhibitor Zone
- Bring paper copies of your press release to the Press Office on-site at the ISA Calgary Show

www.isacalgary.com