

**For additional details, contact:**

Amy Lewis  
Strategy Communications  
Phone: 619-713-0622  
Email: Amy@scpublicrelations.com

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**PRESS RELEASE**

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**GET THE MEDIA “BUZZING” OVER YOUR EVENT**  
*Know The Strategies To Get Noticed*

**SAN DIEGO, October 26, 2006:** Having great speakers, flawless presentations, a powerful speech and a full bar are all great approaches to make your company’s upcoming event a hit. However, if your approaching affair has gone unnoticed by the media and appropriate public, you may have missed your mark - and your event most likely will not reach its potential success.

It is very important that your company understands the value of media coverage for an event. The publicity derived from news stories and print acknowledgments are vital to ensuring that all who would be interested in the affair are aware of its occurrence. It is equally important that you are fluent in the strategies to ensuring that your company receives this essential exposure.

“It can be a daunting task trying to catch the medias attention for an upcoming affair”, says Amy Lewis, Principal of Strategy Communications. “However, simple tips like making sure that it is logistically easy for the media to cover and attend your event will greatly increase your success in catching publicity for your affair”.

**Strategy Communications, a full-service public relations agency, offers tips on how to maximize your event’s media coverage.**

**Press Releases**

The first step to introducing an upcoming event is to get the word out by creating media awareness. This can be achieved through the composition of an eye-catching press release. It is important to create an interesting angle about your event which sets it apart from other similar occurring events. Explain in the press release what will occur at the affair and why it is important. Also, if possible, it is essential to market your event to as large an interest group as possible in order to increase target audience. This technique will enhance the media’s likelihood to cover your story.

**Scheduling**

Always keep in mind upcoming community and national events in order to avoid conflicted interests. For example, it is not wise to plan your event on the same weekend as a large county fair or election. Also, remember that not only the date but also the time that your event is scheduled at is vital to smart planning. Make sure that the time when you want the media present is not at a peak news hour. It should be as easy and convenient as possible for the media to cover your event.

**Location**

Choosing the location for your approaching event should be a well thought out and examined decision. If you are located in a larger city such as Strategy Communications' hometown, San Diego, it is extremely advantageous for your setting to be centrally located. This will increase general admission and media attendance by improved accessibility.

### **At The Event**

Being prepared for on site media coverage will ensure that the publicity for your event goes smoothly. Make simple arrangements such as designating a preferred parking for your media in order to allow easy access to the event, as well as coordinate a media tent that is centrally located. Also, decide prior to the event where a good location would be for interviews and event shots. Make sure to appoint a person to be responsible for media assistance and organization. This person should be available at all times to direct the media and give them a full tour of the event, as well as answer any questions they might have or direct them to the appropriate spokesperson.

Always remember that the key to a successful event is excellent coverage. Get the word out about your event early through press releases in effort to receive media coverage and printed acknowledgments. Knowing what is important to obtaining good media attendance is crucial. Always plan ahead and make your event as simple and attractive as possible to the media

*Strategy Communications is committed to securing their clients the best possible coverage throughout San Diego County, as well as throughout the rest of the nation. Strategy Communications has provided clients with public relations representation since 2004. Strategy Communications office is located in La Mesa at 5480 Baltimore Drive, Suite 101, La Mesa, CA 91942. More information is available on the World Wide Web at [www.scpublicrelations.com](http://www.scpublicrelations.com) or by phone at 619-713-0622.*

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