

Event Press Release Template

For conferences, webinars, launch events and community gatherings. Event editors and listings need the what, when, where and how to attend in the first two paragraphs.

[Orange] fill in your details *[Grey]* write this part yourself, then delete the prompt

FOR IMMEDIATE RELEASE

[Company name] to host [Event name] on [Event date]

[The draw: a headline speaker, a theme, or what attendees will leave with]

[City], [Release date] - [Company name] will host **[Event name]**, *[a one-line description of the event]*, on **[Event date]** at **[Venue or format]**. The event brings together *[who]* to *[what they will do or learn]*.

[The program. Key sessions, speakers or activities, with names and titles where confirmed.]

[Who should attend and why. What attendees get that they cannot get elsewhere.]

Registration is *[free / priced]* and open now at **[Website]**. *[Capacity, deadlines, or how press can request a pass.]*

"*[Why you are running this event]*," said **[Spokesperson]**, **[Spokesperson title]** of **[Company name]**. "*[What you hope attendees take away]*."

About **[Company name]**

[Company name] *[one sentence on what you do and for whom]. [One sentence of proof: founded year, customers, footprint, or a figure you can verify].* Learn more at **[Website]**.

Media contact

[Media contact name]

[Media contact email]

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When to use this template

- A conference, summit or trade show you host
- A webinar, workshop or virtual event
- A launch party, open day or community event

Headline formulas

1. **[Company name]** to host **[Event name]** on **[Event date]**
2. **[Event name]** brings *[who]* to **[Venue or format]** to *[topic]*
3. **[Company name]** announces speakers for **[Event name]**

Tips from the editor's desk

Put date, place and registration up front

Listings editors copy these straight into their calendars. If they have to hunt for them, they move on.

Announce twice

Send one release when registration opens and a second when speakers or the agenda are confirmed. Each is a separate piece of news.

Offer press passes

Say how journalists can attend. Coverage from people in the room is worth more than a listing.

Follow up afterwards

A short release after the event with attendance or key announcements gives you another reason to be in the news.

Before you send it

- | | |
|--|--|
| ☐ Headline is under 70 characters and names who did what | ☐ Names and titles are spelled correctly and approved by the people named |
| ☐ The first sentence states the news completely | ☐ Partners, investors or customers mentioned have signed off |
| ☐ Dateline has the city and the release date | ☐ Boilerplate is current, and every link works |
| ☐ Every figure is accurate and you can show where it came from | ☐ The media contact is a real person who will answer |
| ☐ Each quote adds a reason or an opinion, not a repeat of the facts | ☐ Read it aloud once. Cut anything that sounds like an ad |

Written it? Get it published.

PressHalo distributes your release to a network of real news sites, with an editor checking it before anything goes out, and a report of every placement.

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