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In our guide to creating press releases 2.0, we explained what a press release should contain, how to distribute it, and how you can provide you with 5 templates with press releases. Today we will focus on the event model. In fact, whatever you want to organize, it is necessary to communicate around this action, and the online press release seems to be a convenient and effective way to do it. But what information should it contain? In what format? Information The information in the press release should answer five questions: Who? What? When? Where? What for? Who organizes the event? The person receiving the press release must immediately know who it is coming from. Make sure that your company's logo appears at the top of the document to make it one of the first information retained by the recipient. In addition, you can add your company's contact information and contact information for more information. What is the event? An after-work or breakfast? A conference or a gala? Make it clear what kind of event you are hosting so that they can prepare their questions in case of a conference or proper dress for a gala. The location and date of the event This information must be highlighted. Repeat them several times, put them in color, bold or insert them directly into the title: in short, the person receiving the press release must not need to look for them, but that they jump to him immediately. Why are you doing this event? Finally, and most importantly, explain the purpose of the event. Why are you inviting them? Announcement of your company, conference on a specific topic, new product, annual party ... The purpose of the release is that the guest travels, so you need to make it as interesting and tempting as possible and manage to arouse the reader's curiosity so that he wants to participate. For example, if one of your speakers is a well-known person (at least in the community) or if a famous person wants to be present at your gala, you should emphasize this by highlighting it in the press release. Format the title I put the title in the Format section and not information because there is no additional information but a summary of the body of the text. Even if the title is located at the top of the press release, we recommend you write it after you type your text. If you write it down before you risk putting information in it and not in the press release. As for the format, the title must come out of the text of course, so write it in bulk, even bold and colorful (a title what) Graphic charter and logo of your company As we have already specified in Which of the information, the press release must use the graphical charter and logo of your company to ensure the homogeneity of your various communication actions and that your readers immediately identify you, or they learn to do so. If the event is organized by two companies, it must also be clear from a visual point of view (insert both logos). The same in the situation where one company organizes the event while others are partners, it is necessary to succeed in representing it visually. Confirmation of participation Insert a link to collect the answers directly in the press release: This prevents the person from replying to the email, and above all it is much easier for you to manage the answers and number of guests. On-site access card Insert a small access map on the page in the form of a link to a map so that the guest can see the address, but also the way to achieve it. Link to online information On the page, specify the online resources associated with this event: If you have created a hashtag to centralize discussions, possible streaming videos, discussion forums.... If you want to know more about making press releases, do not hesitate to download our guide to create press releases 2.0! The press release is a formidable communication tool, provided it is well written. After providing you with our tips for writing an effective press release and for successful dissemination, we have gathered several examples of successful press releases. Whether it's announcing the launch of your new product, the new acquisition, or promoting your next event, you'll find below many examples of press releases to inspire you. You will also find a template press release at the bottom of this article, which you can download for free, and customize to spread the message! Summary1. Press release for the launch of a product2. Press release for the launch of a service3. Press release to promote an event4. Press release to announce a new partnership5. Press release to announce a fundraiser on 6 May 2015. Press release to promote a new study7. Press release to announce an award or award8. Press release press to announce an acquisition9. Press release to celebrate your company's birthday 10. Press release to announce a 11. Press release to announce an agreement12. Press release to announce a CSR13 commitment. Press release template to download1. Product launch press release The press release is one of the most effective promotional tools for the release of a new product. But announcing the release of the product in question is not enough to make it an interesting topic, this new product must be considered a topical. Is this an innovation? A world/European/French premiere? Does it offer anything other than market standards? The product must be distinguished from others in the industry, completely from the title of the press release. Example: Huawei reveals the future of smartphone photography with the new Huawei P20 and Huawei P20 Pro with artificial intelligence by HuaweiSee the press release in full hereThe best practice in this press release: The added value of this product is clear and innovative: the phone offers an enhanced photographic experience thanks to artificial intelligence. While phone manufacturers are expanding all the benefits of the product (longer battery, larger memory, larger screen), Huawei here makes the choice to rely almost exclusively on this innovation. The press release is not spread in technical jargon. The section on artificial intelligence related to photography is clear, it does not present the technology, but only the specific benefits that will improve the user's daily life. The press release first summarizes the most important features of the new models, in the form of a smart list, and then goes into the details of each model for those who want to know more. Other examples of interesting press releases: Honestly, the organic drink that meets the expectations of today's consumers: a press release highlighting the values embodied by the product A camera that believes it is a telescope. Megazoom COOLPIX P1000: an original title to present the unique advantage of this new camera model2. Press release for the launch of a serviceTo get into the news, you need to show that the new service responds to a very real problem, detected by your target. The promise of your service should be simple and summarized as soon as your ad is titled. The press release is then used to present the need for and its innovative nature in relation to the rest of the market. Example: BlaBlaCar creates BlaBlaLines, carpooling app for daily commuting of BlaBlaCarSe press release in full hereThe best practice in this press release: The promise of this new service is clear and announced as soon as the release is titled. BlaBlaCar shows that there was a real need for this service that no one responded to (13.5 million commuters take their cars every day) and that they were best placed to respond (We are seeing a growing demand for shorter journeys on the platform). The press release presents a goal that goes beyond consumer comfort, it is also the answer to an ecological problem. The structure of the press release has three advantages of BlaBlaLines - three good reasons for journalists about the innovation on which this service is based. Other examples of interesting press releases: With its new Shop -Give service, Monoprix is fighting against food waste and encourages its customers to recycle: With its multiple smart lists, this release presents clear interest, demand and operation of the service. Talentsoft unveils its new Talentsoft Hub solution: This release presents the challenge that the new service responds to. There are different ways to communicate around an event3. Explored: Employee disengagement increases: a survey reveals that non-senior employees do not feel integrated into the culture of their company by OracleSee the press release in its entirety hereThe best practice in this press release :The title is well written: it not only announces that Oracle is publishing a study on employee engagement, however, immediately presents the great lesson of the study, which has interest in journalists and readers. The communication plays a lot on emotions, using a strong vocabulary 'trench', 'disillusioned', 'disappointed'. By emphasizing the effect of the results of the study, the text allows you to know more and above all to learn how to deal with the problems raised here. The methodology used is very detailed, which supports the credibility of this study. The quotes presented in this communication are not only a rewrite of the study's content, but add a true pluvaleue, with a relevant analysis of the study results. Other examples of interesting press releases: Amazon.fr presents its ranking of the most football-heavy French cities and opens a store dedicated to fans: an interesting example of Amazon's consumer communications, which uses their own data (sales) to surf a topical topic (Football World Cup) and announce the opening of a new store. The secrets of a successful first date (Or totally missed!) : Meetic here publishes the results of a survey, whose results will be of interest to the general public, and especially the goal of the company, by looking at a topic with viral potential7. Press release to announce winning an award/award to win an award like Great Place to Work or place it in a ranking of the most innovative or recruiting companies, is a good way to place your brand in the media and is pretext to communicate about your values. If you decide to share such news, here is the information to be included in the press release :P reasenting of the relevant price and what it means in relation to the values of your businessReasons that your business is legitimate for this awardThe commitments you will implement to honor the achievement of such priceExample Essilor makes progress in the Forbes ranking of the 100 most innovative companies by EssilorSe press release in full hereThe best practice in this press release: This press release is especially interesting because Essilor leverages its progress in the ranking of the most innovative companies to communicate its values and innovation strategy. After a brief reminder of the brand's positioning in this ranking in recent years, Essilor presents the reasons for its place in this ranking, with a paragraph dedicated to its flagship innovation in 2017 and the new partnership with Johnson and Johnson Vision.La quote from the CEO delegate justifying the need to innovate today to combat poor vision, placing Essilo Essr as one of the companies to follow in this sector. It an opening, and presents the Group's future initiatives in terms of research and development and partnerships.8. Press release to announce an acquisition Acquisition is always interesting information, they reflect the maturity of a market and allow to identify the players who come out of it. To announce an acquisition, it is important to integrate: The motivation that led to this acquisitionThe effect for customers of the company acquiredDevelopment that is planned to integrate the acquisition into the company's overall strategyThe conditions under which the acquisition took place are not mandatory, many companies refuse to disclose the amount of the acquisition. But if you have the opportunity to communicate them, do not hesitate! Example: Oodrive announces the acquisition of Orphea, Digital Asset Management specialist of OodriveSe press release in full here The best practices in this press release: The new logo of Orphea, an Oodrive brand allows to realize and easily illustrate the acquisition with the media. The complementarity between these two players is well explained, with extension work to clearly explain the activity of the two companies. The directors of Oodrive and Orphea give their views and the benefits that everyone finds in this acquisition. The quote from the director of Orphea also helps reassure customers of the company that has just been purchased by telling them the benefits to come. Other examples of interesting press releases: Vivendi buys Paylogic and is a global ticketing network covering Europe and the United States: This press release clearly outlines the motivation behind this acquisition and the impact it will have on Vivendi's business. AXA announces the acquisition of the XL Group and forms the world's leading corporate injury insurance company: Original press release, consisting almost entirely of testimonials from the directors of the two affected companies.9 Press release to celebrate a company's birthdayIn most cases, a company's birthday is not in itself a topic enough to interest journalists. It will be up to you to make your birthday a novelty: create interesting content, organize an event or competition, announce the release of a product or a limited edition ... Example: Deezer celebrates its 10th anniversary of the DeezerSe press release in full hereThe best practice in this press release :P on its anniversary, Deezer saw the big picture, Brand has created content expected for this kind of event: an article about Deezer's success story, and the company's journey, which started with a platform not quite legal to become the third world player of streaming. The article was accompanied by an infographic, a very effective format, presenting the main dates of the brand. They also published a study of the most listened to titles on their platform for 10 years, interesting to see the development of musical flavors in recent years, but also to take into account the scope of the platform (via the number of listeners generated). Deezer has also created video content with many celebrities, accompanied by a competition to win 10 years of premium subscription, around their brand names. This press release therefore presents the entire scheme put in place around ten years, a highly coherent entity, which combines both informative content for journalists, and lighter content, with viral potential, to make the event known on social networks. Other examples of interesting press releases: PrestaShop, the French e-commerce nugget, celebrates its 10th anniversary and passed the milestone of 270,000 e-stores active in the world: PrestaShop makes its anniversary a novelty, multiplying the announcements: crossing a significant customer milestone, one event, two new partnerships and the release of 10 video testimonia. HEC Paris celebrates 15 years of teaching in alternative management, sustainable development and social innovation: Instead of announcing an upcoming event, this press release takes stock of the event organized on the occasion of the anniversary.10 Press release to announce a pale crossFranchir milestone to so many customers or active users on your application, is a positive indicator of your growth, which you will naturally want to make known. But as company anniversaries, this kind of press release will require additional draft work to make it interesting for journalists. Here are some good examples. Example: 2 billion people on Facebook: Thank you for being there by FacebookSee the press release in full hereThe best practices in this press release: Facebook can only announce that it has crossed the 2 billion users for the information to be forwarded around the world. But Facebook has seized the opportunity for this course to make it a beautiful communication operation, with the aim of celebrating the positive on Facebook. The social network therefore takes the opportunity to share some positive data about (number of friendships created, love shared, groups formed) and presents some updates created just for the occasion. Facebook also presents these initiatives to encourage citizen movements formed on their network. Thus, this press release presents all actions implemented by Facebook to celebrate the milestone of 2 billion. While the social network is the subject of much criticism, this release serves as a reminder that many positive things also happen thanks to them. Other examples of interesting releases: With 2.3 million orders processed in the United States, GEODIS sets a holiday record: GEODIS here celebrates an achievement related to a particular event, testifying to their logistical know-how. With 233,297 new customers recruited in 6 months, Boursorama Bank confirms the acceleration of its conquest of customers: This press release has originality to highlight, not the number of customers, but the speed of acquisition of new customers. Adding a graph is a good way to present the information. N26 exceeds one million customers and one billion euros in transaction volume per month: Mobile bank N26 here announces two milestones for the price of one, and benefits from the obligation to revoke its obligations in terms of customer experience (support numbers) and to unveil a new card model.11 Press release to announce an agreementWhen a large group appoints a new director, the information is often picked up by the business press. If you want to spread this type of communication, here is the information to include :P the course of the person named Credit and Target of the personWhy this person has the perfect profile for this roleExample: Alain Benso becomes twenty first capital: of the Twenty First CapitalSe press release in full hereThe best practice in this press release: This press release in some line evokes the essential message to be conveyed and its context. This press release outlines the reasons clearly that led to Alain Benso's role, and the actions already put in place to achieve the goals of this new director. The rest of the press release is dedicated to his professional career before joining the group, allowing to present his achievements and relevance as development director. Other examples of interesting press releases: Jean-François Guillemin, new president of the Grancis Bouygues Foundation: The integration of a quote and a picture of the new president are ideal for facilitating the work of journalists will forward the information. BNP Paribas appoints Caroline Courtin head of diversity and inclusion group: A very comprehensive press release, presenting BNP Paribas commitments in terms of diversity.12. Press release to announce a CSR commitment Corporate Social Responsibility has become a major communication issue for businesses, as consumers become increasingly sensitive to these topics. Many groups have understood this and have implemented real beneficial CSR initiatives, while other companies try to ride the wave without taking real action. While some companies may be accused of greenwashing, it is important to know how to communicate about their CSR obligations. Above all, make sure you have a real news to communicate, not just a will. This can be the implementation of an action plan, the launch of specific measures, the receipt of a price or the results of your initiative. Example: Michelin's CO2 reduction target validated by SBTi by MichelinThe best practice in this press release: This press release begins by taking time from the moment of introduction to ensure the credibility of the information being communicated. The three-point introduction presents all the important elements: News > Background > Effect.The rest of the press release takes time to roll out the Michelin commitments that led to this validation, with specific and numerical goals: Michelin is committed to reducing its greenhouse gas emissions (GHG) emissions from Scopes 1 and 2 by 38% in absolute terms by 2030 compared to 2010 baseline years. The press release concludes with a quote from the Group President, which testifies to a commitment initiated directly by management. Other examples of interesting press releases: Digital Skills: Microsoft and LinkedIn accelerate their commitment to supporting the return to work: A clear release that presents a three-point action, showing a rapid response to current events and the credibility of companies. New features to notify us of any incidents of Uber: The CSR approach may also be invited directly into a company's product or service. In this press release, Uber shows that they are listening to their customers and that this commitment goes beyond their service, through support for different associations.13 Download press release templateTo make your PR work easier, we have created a free press release template to download, with our tips for completing each sectionSas Word format. You can easily customize this template to the brand's image, and to the message. Message.

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