

# Event Press Release Template

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Are you looking for ways to publicize an upcoming conference, benefit, party, concert or other event? An event press release is an official statement issued by an organization to newspapers and other members of the news media to give information on an event.

This template provides a great way to create buzz and excitement around your event.

**HubSpot Tip:** Issue your press release on your organization's letterhead. If you don't have a letterhead template, be sure to at least include the organization's logo and address.

## Headline

Since a press release is aimed at the news media, it should begin with a headline, similar to that of a newspaper article. The headline should provide a very brief summary of the event. If necessary, you can add a sub-headline called a "dek" to provide more detail.

**HubSpot Tip:** The headline should grab the reader's attention, so make it as catchy as possible.

## Dateline and Origin City

Following the headline, you should enter the date of the press release and the city from which it was released.

**HubSpot Tip:** Use this format for the date: Month Day, Year.

## Introduction

The first paragraph should provide a general summary of the event. Describe who is holding the event and who is invited or expected to attend. Then, describe the purpose of the event and the activities that are scheduled to occur. Next, provide the crucial details of when and where the event will take place.

**HubSpot Tip:** Keep it simple in the introduction. You can add more detail in the next section of the press release.

## Body

In the body of the press release, you should provide additional details and background information about the event. If you have invited speakers or special guests to the event, you might talk about them in this section. You can also provide additional details about the venue and why your organization is hosting the event.

**HubSpot Tip:** A press release does not need to be long in order to be effective. Try to keep the body to no more than two to three paragraphs.

## Media Contact Information

Include the relevant contact information for the person in charge of communications for your event. Use an organized and clear format like the one below.

Name:

Phone Number:

Email Address:

Postal Address:

**HubSpot Tip:** If your organization has a Public Relations (PR) or media relations department, include their contact information.

## About the Organization

This section is sometimes called the “Boilerplate.” It should be brief and should include general information about the group that is planning the event.

**HubSpot Tip:** If you are writing press releases about a number of events for the same organization, you can re-use the About section in each document.

## Close

It is customary to include three pound signs (###) after the “About” section to indicate that the press release has ended.

**HubSpot Tip:** Including these symbols at the end of the document may seem odd to someone who is not in the PR business. However, when writing for a news media audience, it is important to follow typical conventions like this one.