

Easy Press Kit Check List

1. Save your Document with a clear name. (Ex: Your Store Name_Year_PressKit.pdf)
2. Headers and Footers?
3. Pages numbered?
4. Logo included?
5. Name and Address.
6. Location of Store?
7. Important Relevant Facts about your Community and surrounding towns that support your location.
8. Each page can stand on it's own.
9. Name & Contact information of KEY EMPLOYEES RELATED TO EVENT PLANNING
- 10. Does this document highlight your UNIQUE SELLING POSITIONS (USP)?**
11. How long is your document. More than 3 pages? Ideally 2 pages (One Sheet, Front/Back). If longer than 2 or 3 pages. Look to see where you can cut/eliminate or scale back.
12. Only include photos that strengthen your case to do events
13. Include photos/images that support your Unique Selling Position(s) ('USP')?
14. Is the **entire** document **relevant to your reader**?
15. Include **Current** Event Numbers/Data. Update each year.
16. Dates of events/data are clearly indicated.
17. Is document SCANNABLE?
18. Bold important copy.
19. Use Headers. Boxes. Frames, Dividing lines, to group important information and make it easy to find.
- 20. No hunting and pecking for important facts and data.**
21. Keep italicized font to a minimum.
22. Highlight your best partners/venues. Partners that co-market events for you.
23. Include effective testimonials that strengthen your case for hosting events.
24. List the marketing channels that are WORKING WELL.
25. Promote only the Social Media Accounts that you are keeping current and active.