

Easy Press Kit Check List

1. **IMPORTANT: Save your Document with a clear name. (Ex: Your Store Name_Year_PressKit.pdf)**
2. Do you have Headers & Footers on every page?
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. Can 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?**
11. How long is your document? More than 3 pages? Go back and edit some more.
12. Ideally 2 pages (One Sheet, Front/Back).
13. Only include photos that **strengthen your case for** events
14. Include photos/images that support your Unique Selling Position(s).
15. Is the **entire** document **relevant to your reader**? *** So Important ***
16. Include **Current** Event Numbers/Data. **Update each year.** Strongly suggest a grid format.
17. Dates of events/data are clearly indicated.
18. Format the document so the reader can SCAN for important information?
19. Bold important copy.
20. Use Headers. Boxes. Frames, Dividing lines, to group important information and make it easy to find. **Eliminate any hunting & 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.
26. **UPDATED 2019:** Highlight how you use the Social Platforms to PROMOTE events.



Want more help with your Press Kit? Contact Maribeth Pelly

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