





PRESS RELATIONS KIT

Principles and proposals

January 2010

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Effective promotion

-  *To strengthen the impact of this information campaign, ICOM committees are requested to circulate the information to their press contacts.*
-  **Key principle:**
The circulation of information from ICOM to its members and from its members to ICOM. We therefore ask you to provide us with all information that could be useful in preparing an attractive press package that would encourage journalists to write about the museums that are celebrating International Museum Day. Please send any information to: communication@icom.museum

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🕒 Press Relations principles

- 🕒 *Develop a schedule for contacting journalists (monthly and weekly, four months in advance) based on the media type; key media like radio and TV (from a week to a few days before the event).*
- 🕒 *Update your press file. Don't forget press agencies.*
- 🕒 *Call key journalists. Don't send too many e-mails.*
- 🕒 *Provide key figures, concrete examples, photos and contacts for interviews.*
- 🕒 *Why not create partnerships with key magazines through competitions, special sections...*

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🕒 Press Relations schedule

- 🕒 **February 2010: launch press relations campaign.** Send a press release to your contacts announcing the agenda: presentation, poster visual, date chosen to celebrate the event this year (a day, a weekend, a week or even a month). Reminder of a few elements from IMD 2009.
- 🕒 **March 2010: reinforce press campaign.** Send a press release with more concrete elements: partnerships, tours..
- 🕒 **May 2010: final elements of campaign.** Propose event lists, reminder of practical information. Send press invitations.
- 🕒 **Key telephone contacts for the media (TV, radio, web)**