

MEDIA RELEASE WORKSHEET

Exact name of event.

Dates of event.

Headquarters hotel.

Additional locations of sessions or field trips.

Conference theme or objective.

How many people are expected?

Who are attending – professionals, educators, members of private industry, association members, etc.?

Is this a national, international, regional, state or local event?

List keynote speakers and why they were chosen to speak at your event. Are any of them national/regional/local celebrities?

Will any major awards or endowments be granted?

Are any portions of your event open to the public? If so, what are the registration hours and procedures? What about your event would spark the interest of the general public?

Will any of the sessions influence or formulate public policy?

Are there issues under discussion which are relevant to the public?

Is this the first time this event has been held in Lincoln? Where was the previous meeting held?

Why did your organization choose Lincoln?

How many years has this event been taking place?

Was last year's attendance more or less than what is expected this year? If you are expecting an increase, what might be the reason?

Are there opportunities for sight-seeing while in Lincoln or are you offering programs which are unique to Lincoln?