



Humber Business Week

**PRESS RELEASE
CHECKLIST**

HEADLINE & SUMMARY

- Compelling headline that captures the essence of the event
- Short summary (1-2 sentences) explaining what the press release is about and why it matters

EVENT ESSENTIALS

Include the fundamentals clearly and early in the release:

- Event Name
- Date & Time
- Location / Venue
- Host Organisation Name
- Event Type (e.g., workshop, panel, showcase, networking, keynote)
- Whether the event is free or ticketed

EVENT PURPOSE & KEY MESSAGE

- What is the main purpose of the event?
- What problem does it solve or opportunity does it create?
- How does it contribute to Humber Business Week themes (business growth, innovation, leadership, skills, investment, community impact)

AUDIENCE & RELEVANCE

- Who is the event aimed at?
- Why should this audience attend?
- Local/regional relevance (Humber region benefits, business community impact)

EVENT HIGHLIGHTS

- List the features that will interest media:
- Key speakers or facilitators
- Panel members
- Special guests
- Demonstrations or activities
- New initiatives being launched
- Expected attendance

QUOTES

Include two quotes:

- From the event organiser or business leader
- From a speaker, partner, or beneficiary (optional but powerful)

Quotes should add insight, not repeat the facts.

SUPPORTING DETAILS

- Background on the organising company
- Any partnerships or sponsors
- Relevant statistics or context
- Any community, economic, or business impact
- Unique selling points

REGISTRATION & CALL TO ACTION

Include a clear CTA:

- How to register
- Link to booking page
- Contact for accessibility needs
- State if places are limited

MEDIA ASSETS

List any supporting material included or available:

- High-resolution company or speaker photos
- Event poster or branded imagery
- Logos (PNG preferred)
- Links to promo videos (if relevant)

CONTACT INFORMATION FOR PRESS ENQUIRIES

Provide:

- Name
- Job title
- Email
- Phone number

Make sure the contact is available to respond during press circulation.

BOILERPLATE

A short standard paragraph about:

- The host company
- Humber Business Week (if needed)
- Mission, background, relevance



We hope you find this press release checklist of use. If you have any other questions or need further advice about your event, please contact the Humber Business Week Team at

[**info@humberbusinessweek.co.uk**](mailto:info@humberbusinessweek.co.uk)