***Media Advisory – Media Alert***

***Five W’s – who, what, when, where, and why***

* ***What is this event about?***
* ***When is this event taking place?***
* ***Where is the event?***
* **Why*should I care? What’s in it for me?***
* *Will the event release new research not available anywhere else?*
* *Does the event discuss a trend currently happening in the industry that would be of interest to the reporter/blogger?*

### Who will be there?

**Allow plus ones:** Promote the “bring a friend” rule for all free events, but it’s especially important to journalists. Nobody really likes attending events by themselves, especially when they think they’re being pressed for interviews.

**Go mobile:** Creating a single-page invite that loads quickly and responsively on all their devices is a must.

**How to Write a Media Alert**

**MEDIA ALERT**

Date: Today’s Date

Contact: Your Name

Your Phone Number

Your Email Address

**FOR IMMEDIATE RELEASE**

**HEADLINE (and email subject line): Media Alert: Summary in Bold Type**

**WHAT:** Describe the event or reason for the alert.

**WHO:** Talk about your organization and its role. Or, list the people who will be attending or are invited to an event or participating in an activity.

**WHEN:** Provide the date and time.

**WHERE:** Include specific location information, including street addresses and directions if necessary.

**WHY:** Explain the relevance. Why is this important to your community

or to your organization?

**HOW:** If applicable, provide information on how people can register,

get involved, donate, etc.

**MORE:** The last paragraph of the alert can be “boilerplate” information

about you or your practice.

# INVITATION TO PRESS AND TELEPHONE CONFERENCE ON 31 JANUARY

H & M Hennes & Mauritz AB presents the full-year results for 2017 at a press conference on Wednesday 31 January at 9.30 CET.  There will also be a telephone conference in English at 14.00 CET the same day.

17 JAN, 2018 08:00 CET

The full-year results for the period 1 December 2016 to 30 November 2017 will be released at approximately 8.00 CET on 31 January and thereafter published on [about.hm.com/investors](http://about.hm.com/investors)

The press conference starts at 9.30 CET in “Ljusgården” in H&M’s premises on Mäster Samuelsgatan 49, 3rd floor, Stockholm. H&M’s CEO Karl-Johan Persson and Head of Investor Relations Nils Vinge will present the full-year results followed by an open Q&A session.

After the presentation there will be an opportunity to ask questions. The press conference, which will be held in Swedish, welcomes the financial market and media. Due to a limited number of seats we kindly ask you to register your attendance at:

Indira Furniss  
[indira.furniss@hm.com](mailto:emelie.demsell@hm.com)

The telephone conference, held in English, is open for the financial market and media and will be hosted by CEO Karl-Johan Persson, Head of Investor Relations Nils Vinge and CFO Jyrki Tervonen.

Participants in the telephone conference are kindly asked to register at <http://emea.directeventreg.com/registration/9595065>to receive log in details for the telephone conference. Registration can be made from 17 January until the telephone conference is complete on 31 January.

Presentation material will be available at [about.hm.com/investors](http://about.hm.com/en/investors/reports.html) at approximately 10.30 CET on 31 January and a recording from the telephone conference as of 1 February.

Welcome!

***Sample Pitch by Email***

Subject: Invitation to [EVENT NAME]

Hello [NAME OF PERSON],

My name is [YOUR NAME]. As you’ve previously written about [TOPIC], I thought you and your readers would be interested in learning more about the [NAME OF EVENT, LOCATION, DATE].

Briefly, the event will have over 30+ educational sessions and workshops on digital solutions for events, meetings, learning and community. The event is designed to help attendees rapidly evaluate, implement and maximize virtual programs within their organizations. Speakers include representatives from Cisco, IBM, Intuit, Hilton Hotels, National Association of Broadcasters, and more.

I’d like to offer you a press pass (either in person or virtually) and a discount coupon for the in-person event to share with your audience. Usually, it’s $xx to attend. Please find all of the info including banners, logos, industry stats, and video at [LINK TO INFORMATION PAGE].

If you need more information, would like to interview the show organizer, or any of our speakers, please let me know and I will do my best to make it happen. If you are able to post or share it, please send me the link so we can post it on our website and share with our follower

Be sure to include brief quotes from members attending the event, talking about your event. Include quotes from any prominent figures you can. Reporters often use these quotes in the article.