



## Event Public Relations Checklist

Use this checklist to plan the Public Relations (PR) for your event. Brainstorm other media outlets if needed. Submit this checklist (along with the budget??)

**Name of Event:** \_\_\_\_\_

**Date of Event:** \_\_\_\_\_ **Organizing Committee PR Contact:** \_\_\_\_\_

### Print Materials:

Flyer/Poster in PDF & JPG formats (see #1 & #2 below) Yes \_\_\_\_\_ No \_\_\_\_\_

Pre-event Summary (see #3 below) Yes \_\_\_\_\_ No \_\_\_\_\_

Post-event Summary (see #4 below) Yes \_\_\_\_\_ No \_\_\_\_\_

### Pictures and Video Streaming:

Pictures (see #5 below) Yes \_\_\_\_\_ No \_\_\_\_\_

Video Clips (YouTube etc...) (see #5 below) Yes \_\_\_\_\_ No \_\_\_\_\_

### Online Media:

Online Ticket Sale via public websites (see #2 below) Yes \_\_\_\_\_ No \_\_\_\_\_

Ararat E-News (Ararat Link Monthly Newsletter) Yes \_\_\_\_\_ No \_\_\_\_\_

Public Websites (armencal.com, Asbarez online, etc...) Yes \_\_\_\_\_ No \_\_\_\_\_

### Social Media:

Facebook Yes \_\_\_\_\_ No \_\_\_\_\_

### Traditional Media:

Newspaper Ad Yes \_\_\_\_\_ No \_\_\_\_\_

TV Advertisement Yes \_\_\_\_\_ No \_\_\_\_\_

Coverage in Local Newspapers Yes \_\_\_\_\_ No \_\_\_\_\_

### Notes:

1. It is VERY important to prepare the promotional materials such as flyers, and posters at least 8 weeks prior to the event in order to have ample time for promotion. Flyers should be in Armenian and English.
2. Non Ararat Specific events (such as Cultural Events) are encouraged to have online ticket sale option via [www.itsmyseat.com](http://www.itsmyseat.com). In this case, website address should be on the flyer.
3. A short pre-event summary should be submitted along with the flyer. The summary would be used to promote an event prior to the event date.
4. A short post-event summary should be submitted soon after the completion of the event. The summary would be used to provide a recap of the event.
5. Pictures and or video clips should be submitted along with the pre and post event summaries.
6. All materials including this checklist should be emailed to Armond Gorgorian at [info@ararat.org](mailto:info@ararat.org)
7. Depending on the scope and nature of the event, the Public Relations committee would reach out to other venues such as Press Releases, Press Invitation etc...to promote the event.