

Your key messages are the crucial pieces of information that you need to communicate about your event.

You will include these key messages in your media release.

Keep them short and to the point – one punchy sentence per message.

Here's a list of questions to help you work out what your key messages are:

**WHEN IS YOUR EVENT?**

**WHERE IS IT BEING HELD?**

**WHY ARE YOU HOLDING THE EVENT?**

**WHO IS THE EVENT FOR?**

**WHAT'S THE HEADLINE 'ACT'?**

**WHAT ELSE WILL HAPPEN DURING THE EVENT?**

**IS THERE A URL PEOPLE CAN GO TO TO FIND OUT MORE INFORMATION?**