

**Title:**

7 tips in creating publicity for corporate events

**Word Count:**

373

**Summary:**

Learn the best ways to create publicity for your event. Find out areas that you need to avoid, and other areas that you need to focus on so that your event will be successful.

**Keywords:**

corporate events, corporate event publicity, corporate event organiser, corporate event organizer, event manager, publicity for corporate events

**Article Body:**

Organising corporate events can be exciting and interesting but simultaneously stressful and nerve-racking. This is especially true when corporate event managers are faced with a dilemma in balancing the need to create an enjoyable and beneficial event, and at the same time entrusted with the responsibility to create publicity for it.

Nevertheless, if the right approach is used, creating publicity for corporate events will become an easier task to manage. The following tips will provide you with an insight on some of the best practices used in creating publicity.

1. It's always a good idea to work in a team, and delegate the task of creating publicity to a particular team member. This way, you won't be caught up in the legwork, but rather be involved from an event manager perspective. Your responsibility then is to make decisions and guide others in getting things done for you.
2. Selecting the right person to delegate this task to is also an important factor in making your event a success. It is essential for this person to possess the necessary contacts with media companies, such as television stations and newspapers, way before the event kicks off.
3. Use short copywriting for direct mailers or newspaper advertisements. Good editing and good writing go hand-in-hand to create impact for your publicity pieces. Also, thick information packs are out of the question, unless specifically requested by the recipient.

4. Try not to use copywriting that may be a tad too creative or flowery. Your audience has no time trying to figure out your message, and it is best that you send them something direct and concise.
5. Although it may be common sense to include a contact number or an email address in your publicity pieces, you may be surprised that many corporate event organisers actually overlook this. Keep this in mind so that you can be contacted for further information.
6. No one wants to read outdated information. That is why your press releases should be kept as relevant and up to date as possible.
7. Always stick with the truth when you are answering questions from the media, or holding a press conference. Many corporate event managers tend to exaggerate and end up presenting an event that falls short of expectations.