Our five step guide:

1. FINDING A GOOD NEWS STORY AND GETTING IN TOUCH WITH HQ PRESS OFFICE
2. GETTING JOURNALISTS TO ATTEND YOUR EVENT
3. WRITING A GOOD PRESS RELEASE: — ANGLE — NAME — TIMING — SHORT — STYLE
4. PHOTOS AND FILM FOOTAGE
5. NAME THE INSTITUTION

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A MEMBER'S GUIDE TO GETTING NEWS COVERAGE.

We believe in working with our members to help get media coverage for the events and activities you make happen.

The voice of engineers should be heard, and we believe in working with our members to help get media coverage for the events you make happen.

This guide should be used in conjunction with the press release template and the press invitation template.

1. Do you have a good news story? Try writing a short email (max 150 words) and attach an email-sized image of your event before the event.

2. If there is something interesting, you should write a meeting or award ceremony in your press release.

3. Make sure you include contact details in your press release, such as an email and phone number.

4. Don’t use jargon or acronyms. Any terms you may do, in all press releases and in any email you send out to journalists.

5. Always use the press release template and the press invitation template, which feature the Institution's logo.

Finding a good news story and getting in touch with HQ press office

Getting journalists to attend your event

Writing a good press release: An angle, name, timing, short and style

Getting a good response: A good photo or backdrop can often make the difference on whether an event makes it into newspapers or not. The most interesting part of the story is the lead paragraph and first paragraph. Journalists won’t read to the last paragraph of a press release to find the most interesting part of the story.

Journalists get the news releases every day, and will delete anything that doesn’t interest them. They want a good news story. They want them to tell them what is taking place and when it is taking place.

A good press release must be written in the industry’s language, not in engineering language. They want journalists to attend an event, not just read about it. Don’t you want to make the difference on whether an event makes it into national newspapers, or into your local media.

Journalists get the press release template with the institution logo. If they don’t mention the full name of the Institution of Mechanical Engineers, they will do, and if it’s possible to cut a word from it, they will.

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In any press release or email, make sure you spell the Institution’s name correctly, and make sure you don’t refer to it as IMechE. People outside of the industry don’t know what IMechE stands for. They refer to it as the Institution of Mechanical Engineers.

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