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| Logo  Description automatically generated |  | publicity  Publicity Activity #4 |

# Diagram Description automatically generated with medium confidenceGETTING THE WORD OUT

Now that you have identified stories that will help to generate buzz surrounding your event, your publicity team is responsible for getting that information out to stakeholders (participants, sponsors, and spectators).

Event management professionals rely on a variety of tools to communicate information, including:

* Social media
* Press release
* Press conference
* Media kit
* Advertising
* Media appearances
* Public appearances
* Digital marketing

In this activity, review the information from the previous two worksheets. Evaluate which communications platform will be most effective in helping you to reach your event’s stakeholders. Next, review the examples you listed of how those communications tools apply specifically to your event. Based on this information, develop your communications strategy.

**Communications Platform:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**How we will utilize this platform to communicate information about our event:**   
  
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**Communications Platform:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Communications Platform:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Communications Platform:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Communications Platform:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Communications Platform:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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