

## **PUBLICITY TIPS**

### **Make Your Event a Success!**

Thank you for choosing Regina Brett to speak to your group. She is thrilled to meet you and your audience. If your event is open to the public, she will post it on her website [www.ReginaBrett.com](http://www.ReginaBrett.com) and on Facebook and Twitter.

Please check out the Media Kit on her website. There are promotional materials for you, including photos of her book covers, pictures of her, bios, etc.

To help make the event a success for both you and your organization, here are some tips to help promote your event:

#### **Use social media before, during and after the event:**

It's important to get the word out on all social media platforms to attract an audience and to leave an imprint after the event is over about your organization.

Write about the event on Facebook and post photos of Regina, the program or flier. Tweet about the event. Take photos and video during the event to share on Instagram, Facebook and Twitter.

#### **Use your in-house publications:**

Post information about the event on your website, blog, newsletter, church bulletin and other in-house publications.

#### **Use your email:**

Let your board, volunteers, staff and others in your organization know about the upcoming event. Ask them to write about it on Facebook and Twitter.

#### **Contact your local newspapers:**

Make sure you have all the who, what, when, where, why and how facts for all those who might want to attend the event. Email and call the reporter who best matches the type of event you are planning.

#### **Contact your local radio stations:**

Regina is willing to join the radio host by phone to talk about her appearance at your event.

#### **Contact your local TV stations:**

Find the reporter who best matches the type of event you are hosting and send a press release to them.

**Here is a press release template you can alter to match your event:**

**Headline: New York Times Bestselling Author and host of podcast Little Detours with Regina Brett to Speak at \_\_\_\_\_**

**Subhead:**

**Today's date:**

Regina Brett, New York Times bestselling author and podcast host of Little Detours will speak about (Topic)\_\_\_\_\_ for (Your group's name)\_\_\_\_\_ at \_\_\_\_ (time including am or pm on \_\_\_\_\_ (day of week and date).

Regina is the author of "God Never Blinks: 50 Lessons for Life's Little Detours," which has been published in more than 24 languages. She also wrote "Be the Miracle" and "God is Always Hiring."

She hosts a weekly podcast called *Little Detours with Regina Brett* to help people create a life they love out of the life they have.

She was named a Pulitzer Prize finalist twice for columns in The Plain Dealer, Ohio's largest newspaper. She writes regularly for The Cleveland Jewish News.

She will be available to sign and personalize books after the event.

The event is sponsored by \_\_\_\_\_, (insert your name and brief mission of your group here).

To register, contact \_\_\_\_\_. The deadline is \_\_\_\_\_.

For more information about the event, go to [www.\\_\\_\\_\\_\\_](http://www._____.) or contact \_\_\_\_\_ (phone number and email)

*Get some WOW into your life at [www.reginabrett.com](http://www.reginabrett.com)*

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