

2012 Public Relations Guidelines

SPECIAL EVENTS

Public relations is an essential element in overall marketing strategy. Here are guidelines to help you present PR information to the *Special Events* editorial team.

Your account executive has no influence on editors' decisions. Editorial content is produced solely on the basis of readers' need for information.

Read the magazine to get a sense of the style and topics covered. *Special Events* is practitioner-focused, not vendor-focused. The magazine offers strategic advice to event professionals on solving problems. Therefore we do not accept vendor profiles.

The editors appreciate the contact information for event case histories of vendor products that writers can use in their research. Use the *Special Events* editorial calendar as a tool. The calendar is accessible on our Web site at specialevents.com. If you are a vendor or a public relations agency representing a vendor with a client involved in special events who might be a resource for a specific article, contact the editors at three months in advance of the publication date.

Special Events does have limited space for product reviews of event products and services. Product releases must be accompanied by a high-quality full-color photograph. If you have a news release that you think might be appropriate, the best way to send it is by mail to the address below.

For more information on submitting material to our editors, please visit specialevents.com/about.

Send press releases and new product/service information to:

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