



European  
Commission

EUROPEAN VOCATIONAL  
SKILLS WEEK



## MEDIA RELATIONS FACTSHEET

This factsheet aims to help you promote your European Vocational Skills Week events through a variety of media channels. Media can be a powerful tool to promote your event and encourage people to attend. It can also help raise the profile of your organisation and shift the perception of vocational education and training (VET) in your country.

### HOW TO GAIN MEDIA COVERAGE?

Follow this simple checklist to attract media coverage:

- Decide which media you would like to approach
- A template press release will be made available on the website  
You can adapt the template with information about your event
- Collect information, photos, quotes, infographics that can be published
- Look online for contact details of journalists at local news programmes or local newspapers
- Email the press release and photos to your media contacts (with contact details and potential interviews)
- Follow-up with a phone call to media that is likely to have the biggest impact
- If journalists are attending your event, be there to welcome them on the day and introduce them to interesting people

#### WHICH MEDIA TO APPROACH?

- Local newspapers, websites, blogs
- Event listings
- National newspapers
- Specialist publications
- Radio and TV

#### HOW TO BRING YOUR PRESS RELEASE TO LIFE?

- Photos
- Quotes
- Country-specific and European facts and figures on VET

A good contact list is the first step for successful media coverage. It is always a good idea to get your event into event listings and target your local media, as they will be interested in stories that affect the community. Be mindful of the type of media you are targetting. Specialist publications, for example, will look for technical information, whereas TV and radio are appropriate for more lively and unusual events.

The best way to provide information to media is by sending a press release. We advise you to use the European Vocational Skills Week press release template. For local media and newspapers, you might send the press release around two weeks in advance, with a reminder a day or two before the event. For specialist publications, you might send the press release earlier. A follow-up phone call will give you the opportunity to sell-in your story.

We are happy to help you with any media relation queries.  
Get in touch with us: **Email: [info@vocationalskillsweek.eu](mailto:info@vocationalskillsweek.eu)**  
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