

(leave room for your letterhead/logo)

## Media Alert

**Who** Name the individual or individuals who will be conducting the press conference and the company

**What** The (name of individual within the organization) will make a major announcement concerning development of a (new network, new product, new service) concerning (geographic location/impacted larger scale geographic region, worldwide impact, etc.).

**Where** Provide the location and time of the announcement. In this instance, you would put the location as the ITW Press Room, Swiss Tower, Bronze Level, Currents Room in the Swissôtel.

**When** Date and time. Indicate here if the individual will also be available for interviews following the press conference.

**Why** Indicate here why you are conducting this press conference. A couple of sentences here are used to justify the need for the press conference. Does this news deserve recognition because of timing/immediacy (rather than company attendance at the trade show)? Does this news align with your company's mission or goals? If so, indicate it here. For example: plan to launch a new product that will solve x, y, and z for partners, suppliers and other telecom organizations. This aligns with our corporate philosophy of continuous product improvement and will benefit our growing customer base in the short term, etc.

**Contact** PR Contact Person for your organization with Name, Title, Phone and Email.