PR and media for GTA events

09 · Marketing & Promotion · about 10 minutes

Which outlets cover events in Toronto, how to pitch, media passes, and what makes a story.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Write a media pitch

2. Manage media on site

3. Measure coverage

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

Media are most likely to cover

Media passes should be

Answers are on the lesson page after you take the quiz.

One line to remember