

Guidance for 3rd Party Press Releases and Events



NYSERDA

Congratulations on your project award!

We look forward to working with you as you begin work and achieve future project milestones.

To assist in your efforts, we have created a communications toolkit. Please use this as a reference when planning a public event, when writing a press release, or when you need to work with NYSERDA.

The templates and checklists will show you how to work with NYSERDA on the following:

- Plan an event
- Draft a media advisory, press release, and event invitation
- Request a NYSERDA quote and review of your press release
- Request a NYSERDA speaker for your event
- Take and use photos from your project and associated events/announcements

Please keep your NYSERDA project manager informed of upcoming milestones and potential events including groundbreakings/ribbon cuttings.

Note that you are encouraged, and in certain cases required, to contact the NYSERDA Communications, Marketing, and Events teams for certain requests such as plans to issue a press release mentioning NYSERDA support, announcing awards or project milestones, and media events related to a NYSERDA-supported project.

Event Planning

Use this sample checklist when planning an event.



Three Months Out

- Send your NYSERDA project manager a summary of your planned event and include:
 - Proposed date and time
 - Length of program
 - Proposed location address—indoor or outdoor
 - Proposed event type—virtual, in-person, or hybrid (in-person with live-streamed component or virtual access)
 - Project status and what will be announced
 - Possible speakers and emcee
 - Draft elected officials' invite list
 - Media event or invite-only
- Complete the online [Event Request Form](#) to request NYSERDA participation in your event and include a summary of the event including other invited speakers.
- Schedule event site visit and be sure to consider:
 - Safety of site and any preparation or cleanup needed to be event ready
 - Best place to set up staging, podium, and chairs
 - Parking and ADA compliant access
 - Directional, backdrop, project highlights signage needs
 - Best locations for photo opportunities
 - Access to electricity
 - For outdoor events, arrangements in case of inclement weather (clearing walkways, plowing, sand, salt, etc.)
- Identify vendor needs such as tent/chair rental, audio/video, podium, staging, portable restrooms, and printer and request quotes for estimated costs and services.
 - Consider where will these vendor's deliverables be located.
- Determine materials/posters needed and begin drafting/design.
- With input from Communications team, invite speakers to participate; provide them with background information and run of show including length and focus of remarks expected.



Two Months

- Check in with your NYSERDA project manager to provide an update on the event.
- Confirm that you have submitted your event request form to NYSERDA to request a speaker/participation.
- Draft save-the-dates, invitations, and post-event thank you notes for event attendance (see downloadable templates if needed).
- Develop media list. Include local and regional media outlets that might attend, as well as trade publications that would be interested in the announcement even if they are unable to attend.
- Finalize site logistics and identify an alternate event location, in case needed.
 - Draft or finalize floor plans, schematics.
 - Make sure there is a holding room, or designated outside area if outside, for speakers and/or VIPs.
 - Consider a private space if a speaker or VIP needs to take a phone call.
- Confirm production of event materials — such as signs, backdrop, videos, etc. — are on schedule.



One Month

- Send event run of show to NYSERDA project manager with the list of invited speakers and highlight the invited elected officials.
- Draft media advisory.
- Share draft press release with NYSERDA program manager for review and approval (see downloadable template).
 - Provide deadline to receive the release back.
 - Indicate if you are requesting a quote from NYSERDA.
 - Provide NYSERDA with social media handles (Facebook, Twitter, LinkedIn, Instagram).
 - Program manager will review and send to NYSERDA Communications for review, approval, and quote.
 - Program manager will return to the requester the approved release, with any edits and/or quotes.
 - Press release should go out after the event concludes.



Three Weeks

- Write a blog post or article for publication.
- Share the draft with NYSERDA program manager for review.



Two Weeks

- Send final instructions to speakers and confirm their attendance including:
 - Date/Time/Location
 - Run of show
 - Parking instructions
 - On-site contact
 - The name of the person who will introduce them
- Identify who will greet VIPs and convey that name/phone number to speakers.
- Finalize vendors and confirm they have correct date/time to arrive/set up.
- Visit site to check condition and meet vendors on-site so they know where to set up.





One Week

- Send final run of show to NYSERDA program manager.
- Provide a list of speakers, including any elected officials confirmed to attend.
- Provide number of attendees/attendee makeup.
- Confirm location.
- Create reserved seat signs with names of speakers, VIPs, elected officials, etc. for chairs.
- Assign roles for the team supporting the event and meet with them to review assignments and tasks (manage speakers and VIPs, vendor deliveries and set up).
- Draft social media and share with NYSERDA program manager for amplification and awareness of social media handles.



Two Days Before

- Send Media Advisory.
- Check that your site/location is ready.
- If possible, begin setting up for the event—stage, backdrop, sound, lighting, tables, and chairs (for registration, food, and beverage, etc.).
- Check registrations numbers.
- Consider sending a final push to invitees to drive attendance.
- Confirm that all press release content is accurate.
- Confirm vendor deliveries, materials, etc.



Day Of

- Coordinate set up, vendors, VIP handling, seating.
- Resend Media Advisory the morning of your event.
- Take photos to share on social media.
- Deploy social media posts.
- Send press release after event concludes.
- Notify NYSERDA program contact and NYSERDA communications when release goes out/social media is deployed and send photo for possible NYSERDA use on social media.
- Make follow up calls to the media.
- Monitor the news to check if stories have run.

Post Event Activity

- Share links to any news stories that have run about your project/event.
- Send social media posts (if you did not the day of the event).
- Share posted blog or article link.
- Update website with news coverage/press release.

Social Media

Contact: NYSERDA Social Media Manager and Communications, CC Program Manager

Please use any applicable hashtag for your project. We encourage you to share your good news through social media channels and tag @NYSERDA so we may reshare posts to help amplify your recognition.

Reminder: Per the terms of your award, you are not allowed to share the announcement on social media until after NYSERDA has issued its press release announcing the award.

Marketing

Any use of the NYSERDA logo must be pre-approved and adhere to guidelines that you will receive from marketing upon your request for logo usage. Please use our [logo request form](#). Marketing has final approval prior to deployment.

Photos

Contact: Marketing with CC to Social Media contact

We love photos of your projects! When sending, indicate if we may use the photo on our website and social media. See the photo release form to have individuals review and sign to ensure that they approve the use of their image by both your organization/company and NYSERDA.

For iPhone photos, please know that we are unable to use photos taken in the high efficiency, HEIC, format in Windows.

To save your images as JPEGs, go to: SETTINGS > Scroll down to CAMERA > FORMATS > Check MOST COMPATIBLE. That should save the images as JPEGs.

Please send photos as attachments with the following:

- Completed photo release form
- Crediting information
- Brief caption that includes location

Events

Speaker Requests

Contact: Events and Program Manager

Your program contacts at NYSERDA are happy to consider speaker requests for project milestone events. If new opportunities arise for NYSERDA staff to join you at an event, please send speaking invitations with plenty of advance notice by completing the [online event request form](#) to request a NYSERDA speaker.

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