Costume Society Press Release pro forma

Headline: attention grabbing including relevant keywords for SEO. Include the name of the event, the location or theme of the event.

Summary: Short paragraph for use on social media

Dateline and lead paragraph: brief "who, what, why, when, where and how"

Body for website: Expand what the event is about, who should consider attending, when and where it will be held, pricing, and any other key details we have now- where keynotes etc. are tbc you can include that & update when you have that info, and the benefits of attending. Any events/exhibitions/anniversaries/publications that the conference ties in with.

About Us statement: Costume Society general mission

Contact us: name of the key person to contact about the event/conference and their email address.

Images: for website and social media image size of 1500 pixels is a good minimum width, though the larger the better especially if we might want to use any in the magazine. Save images with file names that make sense so they will be searchable on the site backend and provide the following information: image name (file name) + a description of the content (who, what, dates etc.) and an image credit – standard format.