**Media advisory**

[Date]

**[Headline: should include the most important information and be punchy]**

***[sub-heading: if needed]***

**[Place where the event will take places]** - [2-3 sentences that describe the event and the issue: who, what, where, when and why. If this presents a ‘photo opportunity’ say so and describe what it will look like. Don’t give away too much information. The media advisory should serve as a teaser, so that journalists come to your event. The press release you send afterwards should contain all the information they need to write about it, even if they did not attend. You can include a quote that captures your main message.

WHAT: **[Title of your event]**

WHEN: **[Time and date]**

WHERE: **[Exact location]**

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Contact: [name, position/ organisation/ role as applicable, email and phone number of one or two press contacts that can be reached ahead of, during and after the event]