

PARTYSLATE

Digital Day



**Secrets to Getting Published,
From Platforms to PR**

Agenda

- Context setting for media placements
- How getting published helps your business
- Selecting the right events and topics to pitch
- Editorial and public relations tips & how-tos
- Your action plan to get published



UNCATEGORIZED

ADULT PARTY: SIXTY IN STYLE

[Read More +](#)



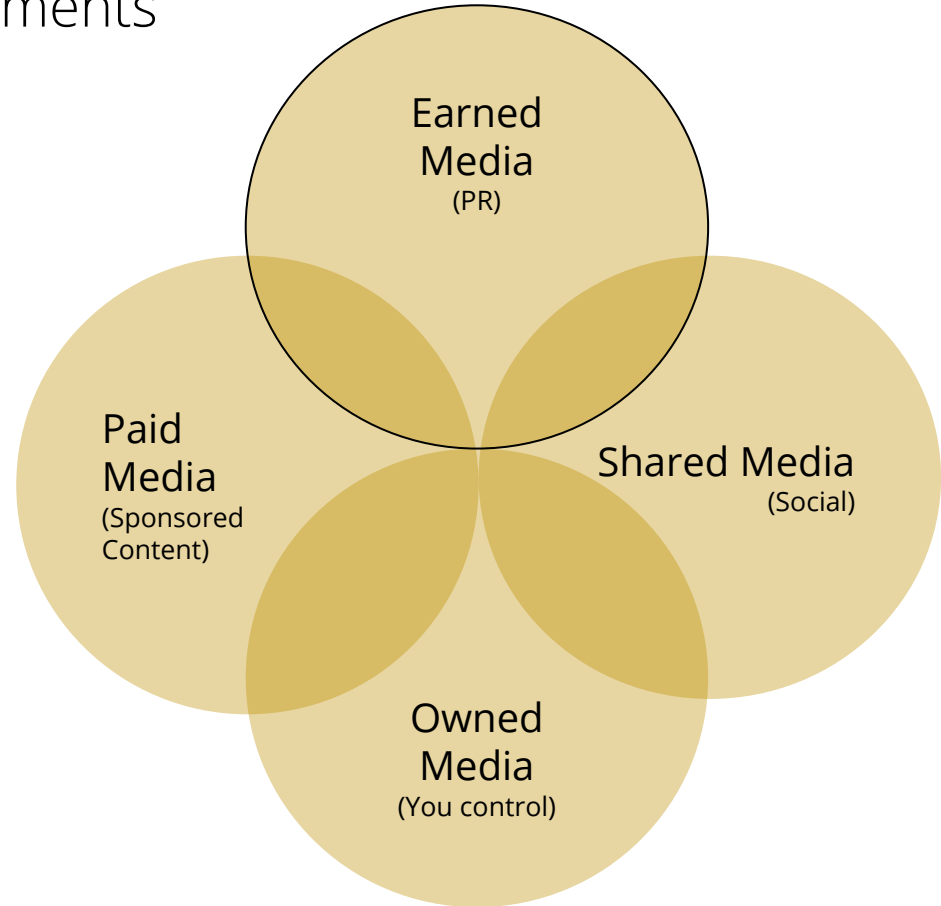
WEDDINGS

WEDDING: TRISTAN AND HUNTER

[Read More +](#)

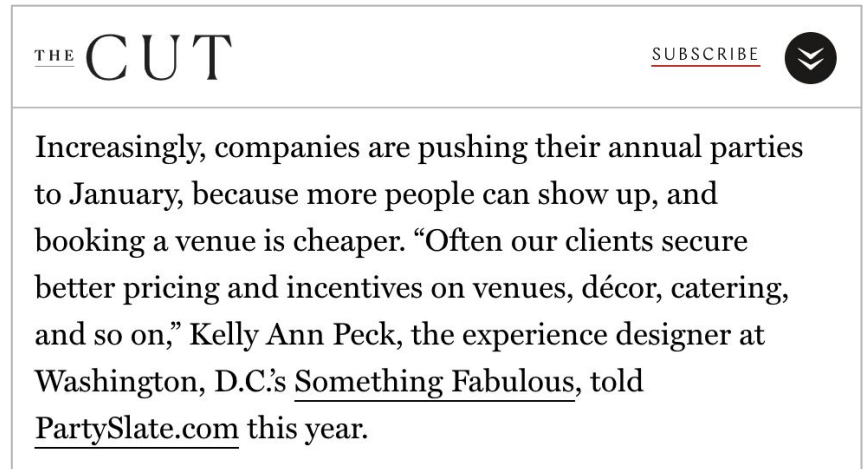
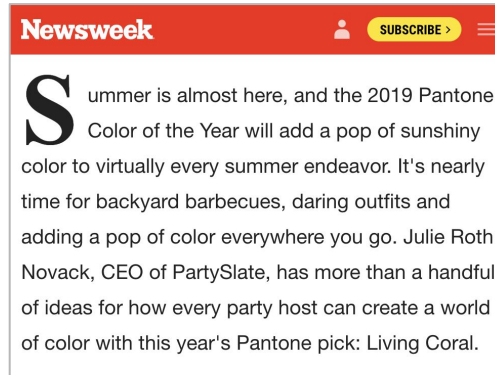
Context setting for media placements

- These 4 areas work together to reinforce your expertise, authority, and reputation
- Our focus today: **earned media**



How getting published helps your business

- Builds brand awareness and reputation
- Distinguishes you from competition
- Acts as a lead generator
- Lends authority to speaking engagements
- Makes clients happy
- Creates content for marketing
- Gets backlinks from high-authority websites, which are great for SEO



Select the right events and topics to pitch

Questions to ask yourself:

- What timely or on-trend topics will position you as an authority?
- What types of events and clients do you want to attract?
- What events offer something unique, different, or memorable?
- What events are relevant to your target publications?
- Which events have a high-profile client who will allow publicity?
- Do you have permission from client to use the event?



18 TV Shows to Binge From Home — and Party Themes to Match

by Amanda Greenberg · February 18, 2021



Break Out Your Neon & Spandex for These 80s Theme Party Ideas

by Amanda Greenberg · March 29, 2021

Editorial and public relations tips & how-tos

- Create memorable stories, not press releases
- Send your story or topic idea to a specific editor — start local
- Build relationships with editors
- Make sure you have an interesting hook
- Choose a niche and become an expert
- Be responsive to requests for quotes
- Find opportunities to speak, like podcasts, digital events, conferences, and panels



The screenshot shows the PartySlate website interface. At the top, there is a navigation bar with the PartySlate logo, a heart icon, and a 'SIGN UP' button. Below the navigation bar are three menu items: 'VENUES', 'PROS', and 'IDEAS', along with a search icon. The main content area features a large photograph of a couple in traditional Indian wedding attire walking down a tree-lined path at sunset. Below the photo is a caption: 'photographer: Alain Martinez Photo & Cinema | event planner: Sonal J. Shah Event Consultants | décor, florals, & creative design: Prashe Decor | venue: Hyatt Regency Princeton'. The article title is '11 Wedding Planning Tips for Couples Affected by COVID-19, According to Two Top Planners', written by Jessica Terson on May 19, 2020.

PARTYSLATE ♡ [SIGN UP](#)

[VENUES](#) [PROS](#) [IDEAS](#) 🔍

photographer: Alain Martinez Photo & Cinema | event planner: Sonal J. Shah Event Consultants | décor, florals, & creative design: Prashe Decor | venue: Hyatt Regency Princeton

11 Wedding Planning Tips for Couples Affected by COVID-19, According to Two Top Planners

by Jessica Terson
May 19, 2020

Understand what editors & reporters look for

- Trends
- Timely topics
- Unique elements
- Advice
- High-profile clients
- Social-friendly photos
- High-volume SEO topics
- Roundup ideas
- Newsworthy events and announcements



THE COLLECTIVE

SUBMIT TO US, GET SEEN BY ALL!

WHAT WERE SOME OF THE HIGHLIGHTS OF THE EVENT? WHAT MADE IT UNIQUE?*

LINK TO DOWNLOAD PHOTOS:*

Please include a link to a gallery, Dropbox folder or Google Drive folder where we can download full resolution images. Please note that the long edge of each image must be a minimum of 7500px. If required, please be sure to include the download pin for galleries.

SUBMIT

Understand what editors & reporters look for

- Seasonal write ups
 - Winter weddings
 - Corporate holiday parties
- What's coming up
 - Holidays
 - Big events in pop culture
 - Editorial calendar
- Current events
 - Event safety



COVID-19 Weddings & Events Require a Commitment to Safety — Learn About On-Site Rapid Testing

by Jessica Terson · March 19, 2021



12 Essential Pool Party Ideas for Your Summer Soirée

by Tasha Downing · April 5, 2021

Make your target list of publications and reporters

Devote time on your calendar to PR activities

Types of publications

- Print or digital
- Mass market or luxury
- Wedding-only or all event types
- Lifestyle publications

Requirements and requests

- Exclusivity requirements
- Content needed to include with the pitch

Marketing considerations

- Local or national reach
- Domain authority for SEO
- Social media following for cross promo



Create well-written and thoughtful submissions

Be clear about what you are pitching:

- Creative or unique angle
- Standout event element
- Trend you have identified
- Seasonal color or design palette
- Expertise on micro-topics

Earn an A+ on your submission:

- Do the work!
- Follow their process and requirements
- Understand each reporter's focus or specialty
- Be assertive on why this should be published

PartySlate Editorial Submission Form

* Required

Editorial Submission Form

Use this form to submit event albums uploaded to PartySlate with a specific idea or trend for PartySlate editorial consideration.

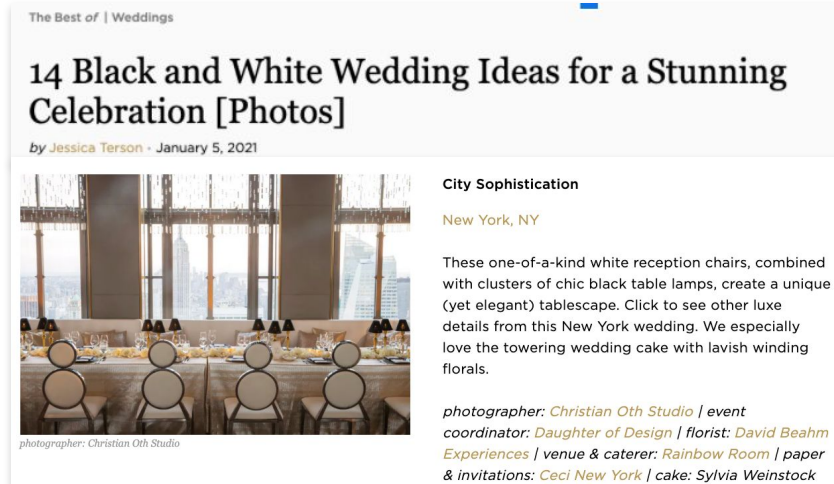
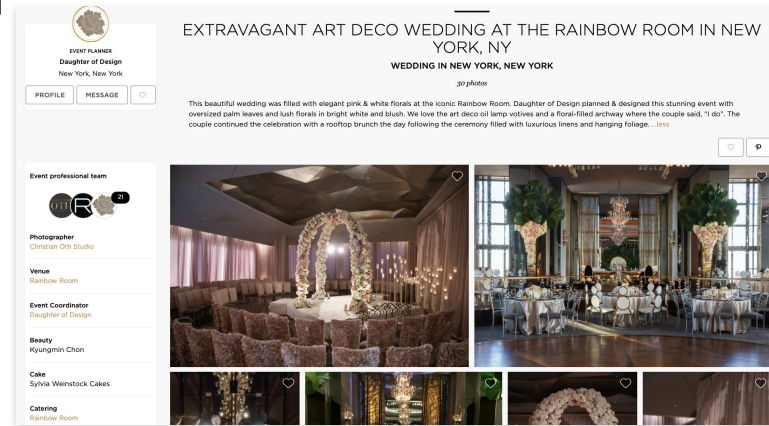
Please note, we require the following for each submission:

- The event must be uploaded to your PartySlate profile
- You must include full credits including photographer, event planner, design/décor/floral, venue, etc.
- Un-watermarked images (we will give full credit to the photographer)
- Real event images only (photoshoots will not be published)

Make it easy for publications to feature you

- Photos and videos from your events are your best marketing collateral
- Professional images only
- Curate your image selection
 - 20-30 photos
 - Offer a mix of wide room shots and close-up details
 - Not all publications require people shots

Daughter of Design
[Art Deco Wedding](#)
30 photos & description



PartySlate Best-Of
[Black & White Wedding Ideas](#)

Leverage your PartySlate profile for easy submissions

- Credit all event partners
 - Amplify your digital network
 - Recognize team and build goodwill
- Write event titles that tell a story
 - We often search for themes, hues, styles, and more by keyword
 - “Jewel-Toned Floral Wedding at The Pierre in New York City” is stronger than “Meg & Andrew’s Wedding”
- Write robust event descriptions
 - Details on elements or activities
 - Include trends, advice, or what is unique
- Content concierge 24/7 review

The screenshot shows the PartySlate profile for the Waldorf Astoria Chicago Hotel. The profile includes a search bar, navigation tabs for 'Weddings', 'Corporate Events', 'Birthdays', 'Baby Showers', 'Fundraisers', and 'More Celebrations', and a 'FOR PROS' button. The main content area features a large photo of a wedding reception at the hotel, with a sidebar on the left providing venue details: 'Waldorf Astoria Chicago Hotel', '11 E Walton St, Chicago, IL 60611, USA', 'Max Seated: 250', 'Max Standing: 250', '38 Event Albums', '1,308 Photos', and '98 Pros worked with this venue'. Below the photo are tabs for 'Overview', 'Gallery', 'Videos', 'Event Spaces', and 'Pro Connections'. A 'PartySlate Insight' section contains a quote from a PS Editor: 'We love this luxury hotel in the heart of the Gold Coast in Chicago. The hotel has several stunning event spaces and gorgeous details that will make your event an unforgettable experience. - PS Editor'. The 'About Waldorf Astoria Chicago Hotel' section describes the hotel's location and amenities, mentioning its 2016 Reader's Choice award and its proximity to downtown Chicago. It also highlights the hotel's private events and wedding services, emphasizing its luxury and personalized offerings.

Showcase and promote your press hits

- Share your features and tag your event partners
 - Instagram
 - LinkedIn
 - Facebook
 - Website
 - Blog
 - Email and newsletters
 - PartySlate profile
- Add “Featured on PartySlate” badge with link
 - Footer of your website
 - Blog or press section of your website
 - Email signature line

Featured on
PARTYSLATE



A screenshot of a Facebook post from 'Chicago Botanic Garden Weddings'. The post includes a profile picture, the name 'Chicago Botanic Garden Weddings', the location 'Chicago Botanic Garden', and the date 'April 22 at 7:07 PM · Glencoe'. The main text of the post reads: 'Thank you PartySlate for the timely article, "Tips & Resources for Planning Your Eco-Friendly Chicago Wedding" Happy Earth Day from us to you!'. Below the text is a photograph of a bride and groom walking down a path lined with flowers, with a 'Featured on PARTYSLATE' badge in the bottom right corner. Below the photo, the text reads: '4 Tips & 12 Resources to Achieve Your Dream Eco-Friendly Chicago Wedding Environmentally conscious weddings is one of t...'

Chicago Botanic Garden Weddings is at Chicago Botanic Garden.
April 22 at 7:07 PM · Glencoe · 🌐

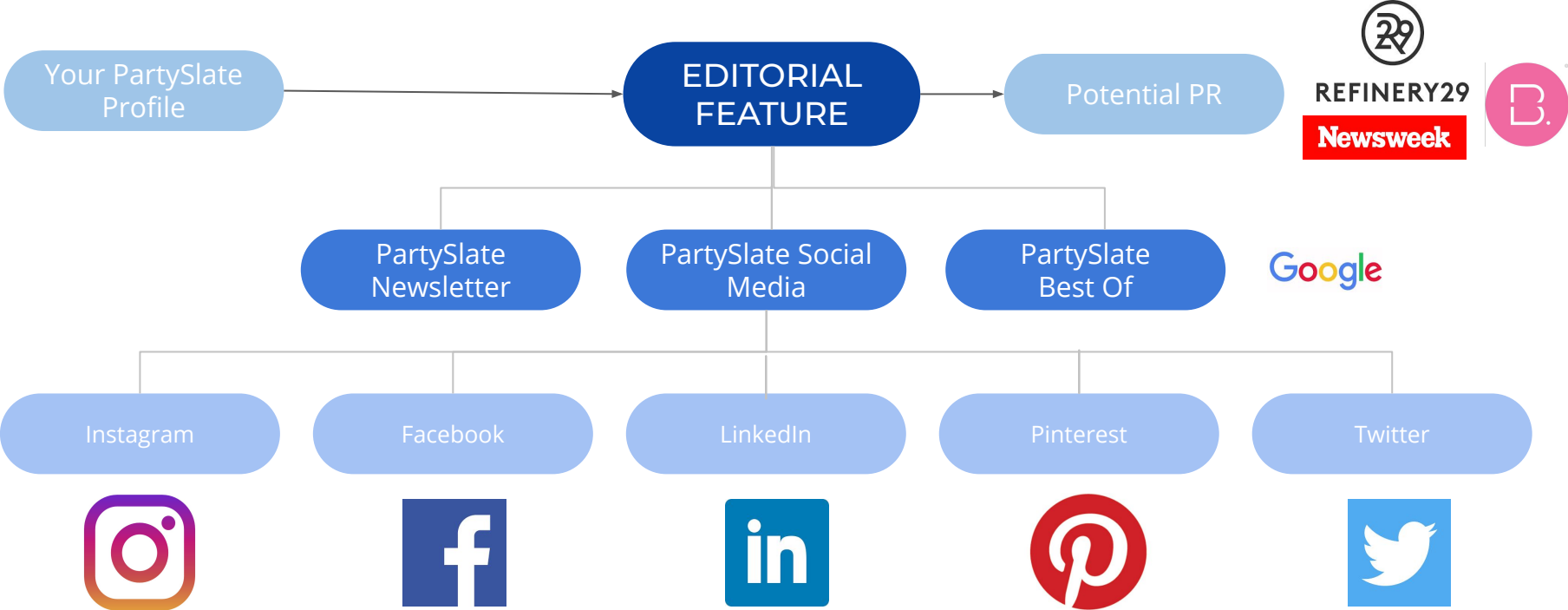
Thank you [PartySlate](#) for the timely article, "Tips & Resources for Planning Your Eco-Friendly Chicago Wedding"
Happy Earth Day from us to you! 🌍



Featured on
PARTYSLATE

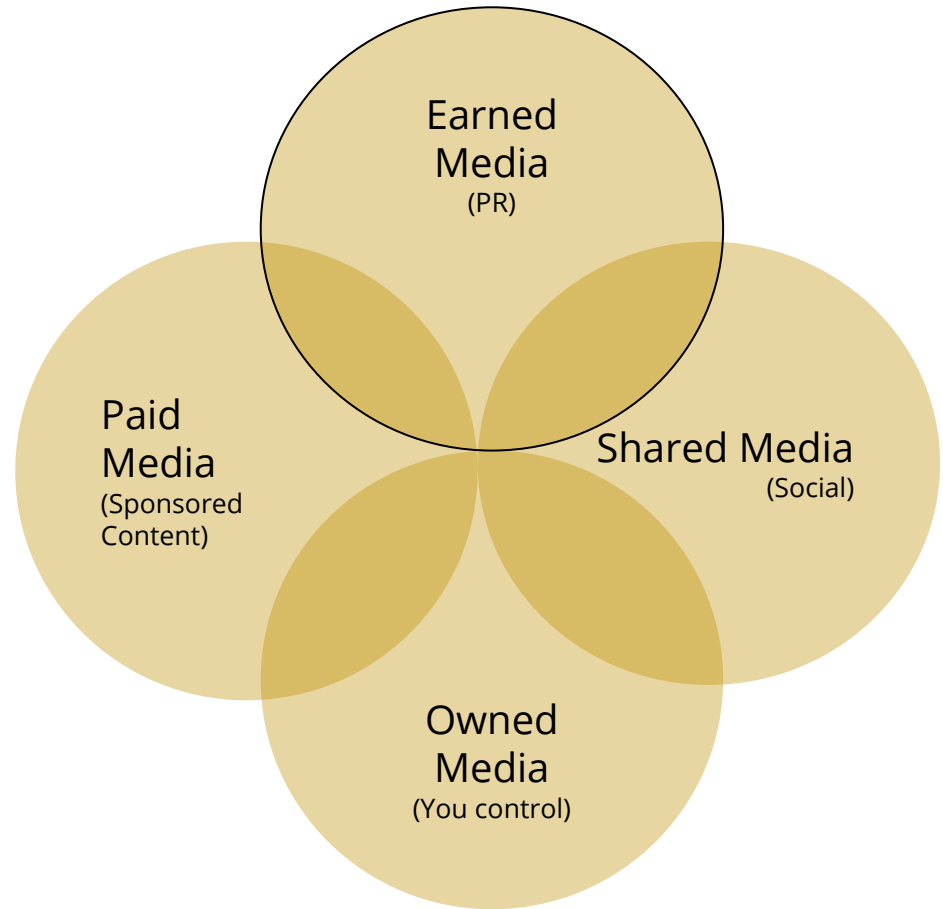
4 Tips & 12 Resources to Achieve Your Dream Eco-Friendly Chicago Wedding
Environmentally conscious weddings is one of t...

Lifecycle of a PartySlate editorial feature



PartySlate touches each area

- **Earned:** Best Of editorial articles
- **Shared:** Social media channels
- **Owned:** Your PartySlate profile
- **Paid:** Boosted content, digital advertising & enhanced profile page



Your action plan to get published

1. Create a PR plan

- Select your topics and events you want to pitch to build your business
- Prioritize media outreach and research reporters and bloggers
- Gather credits, photos, and videos for each event

2. Submit your work for editorial consideration

- Schedule time to ensure you understand how to submit to publications and websites
- Provide interesting details and short quotes for potential use
- Don't overload a single editor or reporter with too many submissions at once

3. Promote your press mentions

- Leverage your press hits by sharing them widely
- Encourage event partners to share and cross promote

How we can help

- Review your sample editorial pitch
- PartySlate profile creation
- PartySlate editorial submission form

● *Up next:*

How to Master Instagram's Newest Tools & Features

PARTYSLATE IDEAS VENUES PROS

Search photos, venues, professionals

Weddings Corporate Events Birthdays Baby Showers Fundraisers More Celebrations FOR PROS

view
Four Seasons Resort Orlando at Walt Disney World® Resort
10100 Dream Tree Boulevard, Orlando, FL 328...
Max Seated: 600 Max Standing: 895

22 Event Albums
758 Photos
35 Pros worked with this venue

REQUEST INFO

Avg response time 2-4 hrs

Overview Gallery Videos Virtual Tour Event Spaces Team Pro Connections

There are 755 photos of real events and more at this venue – get ideas for your next event.

Four Seasons Resort Orlando at Walt Disney World® Resort Gallery

Real Events

Real Events (22)
Weddings (16)
Rehearsal Dinners (1)
Kids Birthdays (1)
Dinner Parties (1)
Corporate Events (3)

Photo Albums
All Photo Albums (0)

Videos
All Videos (10)

Romantic White Wedding at Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL
Wedding - Orlando, Florida
4 photos

Enchanted Forest Wedding at Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL
Wedding - Orlando, Florida
5 photos

Social Events at Four Seasons Orlando
Dinner Party - Orlando, Florida
5 photos
Credited by Whitney Carillon Events

Stunning White Wedding at the Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL
Wedding - Orlando, Florida
17 photos

Pretty in Pink Wedding at Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL
Wedding - Orlando, Florida
14 photos

Engage!5 Market on the Lawn at Four Seasons Resort Orlando at Walt Disney World® Resort in Orlando, FL
Corporate Event - Orlando, Florida
20 photos

Meet the Team

Laure Hitzig Clavette
Catering Director

Born and raised in France, Laure received her degree in Hospitality Management from the prestigious EHL in Switzerland. Laure started her Four Seasons career at Four Seasons Hotel Boston. While working in food and beverage, Laure discovered her love of catering, and after four years in Boston, headed to Hawaii, working at both Four Seasons Resort Maui and Lanai ...more