



## MEDIA PRESS KIT

The Media Press Kit has been developed to ensure that any sea basin looking to organize a large-scale international event has immediate access to high-quality, standardized materials. The goal is to provide a *ready-to-use* kit where the logistical and promotional framework is already established, allowing organizers to focus on content and stakeholder engagement.

This Kit is structured to support every phase of an event, from the initial announcement to the final certification of attendees. The following resources are included in the kit and can be accessed via the provided links in orange.

- **Event Registration**

To manage event attractiveness, the Kit provides a dedicated **Registration Event Banner** for web and form headers. This is complemented by a **Registration Form Template** designed to streamline the collection of participants' data.

- **Agenda & Signature Sheet**

To ensure a professional flow of the event and a clear record of participation, the Kit provides the **Event Agenda Template** and a **Signature Sheet Template**.

- **Promotional Event Materials & Digital Presence**

For the initial outreach phase, the Kit includes a high impact **Save the Date** graphic, an **Event Design Mockup**, and specialized **Instagram Event Post** templates. These include layouts for general announcements and **Speaker Promotion** to highlight event experts.

- **On-Site Essentials & Recognition**

Standardized **Name Tags** are provided to facilitate networking. Furthermore, the kit includes official **Certificates of Attendance** with dedicated designs for both Participants and Facilitators, ensuring all contributors receive formal recognition.



- **Post-Event Evaluation & Quality Assurance**

To measure the impact and success of the gathering, the kit includes a *Quality Survey template*. This resource is designed to be submitted to the audience at the end of the event to gather structured feedback on session relevance, organization, and overall satisfaction.

Hosting a successful international event requires a high level of attention to detail and strategic planning.

To ensure the best possible experience for all attendees, it is suggested organizers should prioritize consistency by utilizing the provided templates. This maintains a unified identity that builds recognition within the community. Efficient documentation is equally important, as accurate record-keeping through standardized signature sheets and certificates is essential for demonstrating professional presence.

Finally, success often depends on strategic planning and outreach; circulating promotional materials like *Save the Date* graphics early, recognizing the contributions of guest speakers through specialized templates and Social Media posts are critical steps in driving engagement.