

Event press release template

Replace everything in [brackets] with your own words, delete every gray line like this one, then search for [to catch leftovers. Page 2 shows this template filled in.

FOR IMMEDIATE RELEASE

[Company] announces [Event Name], a [format] for [audience] on [dates]

[Subheadline: one sentence adding the strongest fact the headline left out, like what attendees get]

[CITY IN CAPITALS], [Country], [Month] [Day], [Year] -- [First sentence: who is hosting what event, in which format, on which dates, and where it happens or streams, ending with what attendees get or what entry costs]

What: [Event name, one line]

When: [Date, start and end times, timezone]

Where: [Venue and street address, or streaming URL]

Who: [Hosts and headline speakers]

[Why now: one or two sentences on the trend that makes this event timely, with a number behind any claim]

[Program highlights: up to three sessions or speakers, with every person's full name and title spelled out]

[Registration: the one sign-up link, plus one sentence on the deadline, capacity, or who the ticket covers]

"[Why this event matters now, in one or two sentences]," said [Full Name], [Title] at [Company].

About [Company Name]

[About paragraph: what the company does, who it serves, since when, and one or two facts a journalist can verify, ready to paste into an article unchanged]

Write this once and reuse it word for word under every release.

Media contact

Name: [Full name]

Title: [Job title]

Phone: [Phone number]

Email: [Email address]

Web: [Company website]

Use a number that gets answered outside office hours and a direct email, not info@.

#

Reference copy for reading. Fill in the Word version: mediaboo.st/press-release-templates/event

Filled example: Event

A template-form rewrite of AmpFire's AmpCast AI Games release, published June 8, 2026, the day after the event ended; send yours while tickets are open. [Read the published release.](#)

FOR IMMEDIATE RELEASE

AmpFire announces AmpCast AI Games, a \$7 live virtual event for small businesses on June 5-7, 2026

The event teaches small businesses to build AI-assisted traffic systems; the \$7 ticket covers two.

LONDON, United Kingdom, June 8, 2026 -- AmpFire announces AmpCast AI Games, a three-day live virtual event running June 5 to 7, 2026, where small businesses and marketers learn to build AI-assisted systems that drive visibility and buyer traffic. Entry costs \$7.

What	AmpCast AI Games, a three-day live virtual marketing event with a \$7 entry
When	June 5 to 7, 2026; live sessions daily at 11 AM EDT (8 AM PDT), with 24-hour replay access
Where	Online, with registration at yes.ampfire.com/ampcast/ai-games/launch
Who	Hosted by AmpFire founder and CEO Chris Munch and CSO Jay Cruiz, for small businesses and marketers

Small businesses face growing pressure to stay visible as AI reshapes search. AmpFire says discovery now spans Google, YouTube, ChatGPT, podcasts, social feeds and recommendation engines, so businesses need visibility across several channels at once.

Attendees build what AmpFire calls the 60-Minute AI Traffic Machine and get eight custom AI traffic tools. The shared \$7 entry admits the buyer and one teammate, which AmpFire says helps small teams apply the training together.

"Publishing once or twice a week is no longer enough for many businesses trying to stay visible online. The challenge is building systems that can continuously create, distribute, and scale traffic assets efficiently," said Chris Munch, CEO at AmpFire.

AmpFire is a London-based content amplification company. Founder and CEO Chris Munch and CSO Jay Cruiz have spent years developing traffic-generation and multichannel publishing systems used by businesses, agencies, ecommerce operators, and marketers across multiple industries.

Media contact

Name: Chris Munch and Jay Cruiz

Title: Founder and CEO, and CSO of AmpFire

Web: <https://muncheye.com/>

The release routes press through a form; list a direct email and phone instead.

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Extras for event releases

Top mistakes that get releases ignored

- Writing the headline like an invitation instead of news, so editors have nothing to report.
- Leaving the timezone off the event time, which makes the announcement unusable for a national audience.
- Burying the registration link below the boilerplate where nobody scrolls.
- Announcing after tickets sell out, when the story can no longer help anyone attend.

Send it twice

When	What to send
2 to 3 weeks before	This release, announcing the program and opening registration
The day before	A short media alert: the What, When, Where, Who block plus photo and interview opportunities

Journalists plan coverage from the first send and attend from the second. The second send repeats the same facts with a shorter body.

Two conventions worth knowing

Holding the story for a specific date? Replace FOR IMMEDIATE RELEASE with EMBARGOED UNTIL [date, time, timezone].

The three hash marks tell journalists the release has ended. UK and EU outlets write ENDS instead; both work.

Ready to send it? MediaBoost shows you the exact outlets before you pay and publishes within 48 hours: mediaboost.press