



**International Young
Professionals
Foundation**

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**International Young
Professionals Summit
2004**

www.iyps.org

29 November – 3
December 2004

Griffith University
Nathan Campus
Brisbane | Australia

Media Kit

International Young Professionals Summit

29 November – 3 December 2004
Griffith University, Nathan Campus
Brisbane, Queensland
Australia

Introduction to this kit

Dear delegate,

On behalf of the IYPS Communications Team, I would like to congratulate you on your selection as a delegate to the International Young Professionals Summit.

We trust that your involvement in the Summit is both challenging and rewarding.

Each delegate that has been selected is an amazing person, who has achieved a great deal thus far. It is our hope and belief that the Summit will be able to further build on your activities, adding in a new dimension.

It is part of the Communications team's responsibility to ensure the media promotion of the Summit, our sponsors and delegates.

To this end we are requesting your help with promotion of the Summit – before, during and after the event.

You will find everything you need to assist us with promoting the Summit in this kit.

Please feel free to contact me if you have questions, comments or require any assistance.

We look forward to meeting you in October!

Best wishes

Nicole Randall
Communications Team Leader
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Importance of the media

Achieving media coverage for the Summit is very important in accomplishing many of the Summit's aims:

- Ensuring world-wide community knowledge of IYPS;
- Engendering world-wide community participation in the events and post summit activities;
- Promoting major sponsors locally and globally;
- Celebrating & promoting the contribution young professionals are making and can make to a sustainable future;
- Inspiring new action for creating a better world for current and future generations;
- Developing support for ongoing projects around the world; and
- Creating an atmosphere of anticipation for the next IYPS.

Audience

To achieve these aims, we must be able to identify and reach different areas of the population. This includes promoting to:

- Potential sponsors, supporters and donors;
- Those who will be active as delegates;
- Potential members of IYPF or IYPF endorsed projects;
- Others who may become involved in the post-summit activities or on-line forums.

How you can help

We have outstanding delegates coming from around the world, and it is on our delegates - you - that the media attention should and will focus. Two of the Summit's major aims are to encourage local-level participation, and promote widespread knowledge of the Summit's existence and outcomes. We believe that your assistance will be invaluable in achieving these aims

We are asking for your help by using your local knowledge and involvement in networks and media circles in your home country.

We would be grateful if you would help us by preparing media releases and other promotional materials to help promote the event – such materials can be forwarded on to your local media contacts, networks and colleagues.

By giving a local focus to the Summit through you, our International event suddenly has a local impact and should generate interest in your own communities. Furthermore, by stimulating interest in the Summit in your local community, it may also raise the profile of the event and assist you in obtaining sponsorship to fund your participation.

Guidelines

When speaking with the media in each of your countries, there are some points to keep in mind:

- Be prepared for the interview – have any documentation or notes in front of in case you may need to refer to them.
- If you are unsure of the answer, feel free to say that you do not know, rather than give an inaccurate or misleading response. You may also wish to do some research and come back to the interviewer with an appropriate response.
- Consider how you want the organisation you represent, as well as your involvement in the Summit, to be viewed. Choose your words carefully.
- Be calm, cool, and collected. You are a professional; this should be reflected in your voice. Speak clearly and at a moderate pace.
- If the media would like to speak with an official representative of the Summit, please have them contact us, and we will arrange this for you.
- You may not be the only delegate to the Summit from your country. Through the regional on-line forums, identify who else is from your country and perhaps work with them to create media interest, rather than competing.

What is involved

Our ultimate goal would be for local media to pick up ‘your’ story and run a series of articles on it – about the Summit, about your involvement, and the post-summit outcomes and projects.

Identify journalists from publications in your local region, inform them about the background to the Summit and your involvement.

Please send through their contact details (including email address) to us so that we can contact them if we need to.

Once you have identified your key media contacts, it would be best if you keep in contact with them and update them regularly on Summit developments. We have identified at least four points when you could send press releases to them:

1. Upon your registration as a delegate to the Summit and when you receive this kit (an example of a general Summit release is in Appendix I).
2. Immediately before your departure to the Summit (an example is provided in Appendix II).
3. From Brisbane during the Summit.
4. Upon your return home.

Media releases

What is the purpose of a media release?

A media release is intended to tell the media what it is you are doing, and encourage them to find out further details from you. It should give the media outlets the most important information about the Summit and yourself, and be tailored to the type of program they are running, and their audience.

When writing

- Only the most important information should be included, with a bit of a local interest story involved. Who, What, When, Where, Why and How.
- Address it to the correct person, or else it is likely to be overlooked.
- keep it short – no more than one page with a clear headline
- It should be objective; sound like it is written about you, not by you.
- If possible, the release should be typed, or in clearly legible handwriting.
- Feel free to insert your own quotes into the release to back up what you are saying.
- Try to link the release's topic to something that is currently gaining media attention – i.e. youth poverty issues being discussed locally could tie in well to the Summit themes.
- Don't forget to add your contact details with each media release.

Distribution

Keep track of who you send each release to. Please provide us with the details of the journalists, along with a copy of the release if possible.

After sending out the press release, be sure to follow it with a phone call to the appropriate person to ensure it arrived. This will ensure it is in the minds of the journalists, and they will be more likely to follow it up with you.

Be prepared to send another copy through in case it was lost or not noticed the first time.

The journalist may wish to discuss your involvement with the Summit immediately, so have the press release with you when you ring.

Bring your list of media contacts to Brisbane with you – it may be possible to send an email to them to update what is going on.

Avenues of promotion

There are several mediums through which you can promote your involvement with the IYPS. Different approaches may be needed for some, however, by familiarising yourself with the media you are interested in, and by speaking to some of the people in the industry, you should be able to find out how best to approach them.

- Email – this could be considered the new ‘word-of-mouth’. If you are involved in email groups, let them know about what you are doing.
- Organisation publications – If the organisation you are working for has an internal publication, ask them about the possibility of publishing an article.
- Professional publications – many professional groups or interest areas also have a publication to which members may submit articles.
- Websites – Do you have your own website? Your organisation’s website? One that is relevant to your work and you visit often? Consider including information there also.
- Local universities and community groups may have opportunities for you to address their audiences, for example, at breakfasts or seminars. Try contacting their media department, external or public relations departments.
- Radio – identify who is the news editor or any potential presenters or producers.
- Newspapers – address to the Chief of Staff or the News Editor.
- Television – address to the Chief of Staff, any presenters or producers, and keep in mind not only news, but the current affairs programs or any local interest programs.

The International Young Professionals Summit

The International Young Professionals Summit (IYPS 2004) is being held from November 29 to December 3 2004 in Brisbane, Australia. The IYPS 2004 is the international gathering of the International Young Professionals Foundation. It is an event for all young professionals who are or want to be positive change makers in their local and global community.

Summit themes and aims:

The program of the IYPS 2004 will be focused around the twin themes of **Sustainable Livelihoods** and **Science & Technology**.

Within each of these themes, there will be three subtopics, which will provide a focus for discussions:

| | |
|-------------------------|--|
| Sustainable Livelihoods | Entrepreneurship & Job Creation Trade and Globalisation Corporate Social Responsibility and Governance |
| Science & Technology | Information and Communication Technologies Infrastructure Emerging Technologies |

The aims of the Summit are:

1. To inspire and equip young professionals to lead and contribute to a better world for current and future generations
2. The creation and enhancement of young professional networks across the world
3. Provide an avenue for the engagement of Young Professionals in the IYPF

Who are the delegates?

The 180 delegates are talented young professionals in developing and developed countries who are committed to or interested in developing and applying their skills, knowledge, resources and capacities to be positive change makers in their local and global community. They have proven their ability and desire to effect environmental and social change through their occupations. Delegates have a good understanding of the Summit themes and typically have links to and/or the support of home country or international organisations.

MEDIA RELEASE

Young professionals to tackle world problems

(Date)

For Immediate Release

Brisbane, Australia - **More than 180 young professionals from around the world will gather in Brisbane, Australia, to tackle a range of problems facing humanity at the second International Young Professionals Summit.**

The second gathering of the International Young Professionals Foundation (IYPF), from November 29 to December 3 2004, will bring together 200 young professionals from around the world to create a better world for current and future generations through local and global action.

Summit coordinator Tamara Price said the event was open to young professionals who are or want to be positive change makers in their local and global community.

“Delegates will learn from other young professionals about the importance of the Summit’s twin themes of Sustainable Livelihoods and Science & Technology, as well as find out about ways they can be actively involved in these areas. The program will also provide them with opportunities to develop and refine practical skills, useful in their day-to-day professional life, such as public speaking and financial management,” she said.

A 24-year-old young professional herself, Ms Price has been involved in the IYPF since the first Summit at the Gold Coast in 2001. IYPS 2004 is entirely coordinated by young professionals from around the world, who volunteer their time, skills and resources to the event

Business and professional organisations are also invited to help sponsor the event, or donate to the bursary fund to assist delegates from developing countries to attend.

More information is available on the IYPS 2004 website at www.iyps.org.

ENDS

For further information:

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Appendix II – Delegate Release
Adapt this Media Release for your circumstances

MEDIA RELEASE

Young professionals work towards a global change

(Date)
For Immediate Release

(Your Name) of (your home town/city) has been selected to represent (your country) at the second International Young Professionals Summit (IYPS2004) in Brisbane, Australia.

(Name), a (age) year-old (occupation), will join 180 other young professionals from around the world to discuss the dual themes of Sustainable Livelihoods and Science and Technology for Development, and develop skills to help change the world.

IYPS2004 will also look at how young professionals can help to achieve the UN Millennium Development Goals, and allow them to develop networks to help their own ideas become reality.

(Name) is particularly interested in (what do you want to get out the Summit – what is your special passion?)

“The International Young Professionals Summit will be an excellent opportunity to” (name) said. (please fill in your own quotes in this section – why are you excited about being involved? What do you hope to achieve?)

The Summit will allow young leaders from professions as diverse as teaching, engineering, law, information technology and social work to share ideas, build networks, and develop skills that will help them impact their local and global environments.

“We want to keep delegates working together and maintaining networks long after the event,” said Tamara Price, Summit Coordinator. “One way they can do this through the International Young Professionals Foundation, which was set up after the last Summit in 2001.”

The IYPS2004 team would be happy to answer any questions you may have regarding the International Young Professionals Summit. We can be contacted at iyps@iyps.org or through our website – www.iyps.org.

Please also feel free to contact (Name), as (country)’s delegate to the Summit at (provide appropriate contact details).

ENDS

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