

SB'18 Vancouver Public Relations & Editorial Opportunities

If you prefer the following calendar to be viewed in grid form [CLICK HERE](#)

➤ Press Release Schedule (by week)

- **1/24/18:** Registration Open
- **2/6/18:** Program Overview
- **3/13/18:** Full Program (main highlights from conference program and Activation Hub)
 - *To be considered for inclusion in this release, please provide details about your sponsorship onsite engagement and/or session (example: lunch session title, breakout session title, overview of dinner/tour/engagement, etc.) to Riley or Marissa by **Friday, 3/9**
- **3/20/18:** SBIO Opening – Call for Submissions
- **4/10/18:** Activation Hub Highlights
 - *To be considered for inclusion in this release, please fill out the Activation Hub survey from Riley and Marissa by **Monday, 4/2**
- **4/31/18:** SBIO Semi-Finalists
- **5/21/18:** Event Highlights (Major speakers, sponsors, major events)
 - *To be considered for inclusion in this release, please send news of your key releases to media@sustainablebrands.com by **Friday, 5/16**
- **6/4/18:** Opening Day Press Release

*This list of press releases is a rough calendar. The final number and dates of the press releases are subject to change.

➤ MAJOR DATES:

- **2/12- 5/25** Share video testimonial with SB team; Email major initiatives and announcements to SB media team
- **5/14** Deadline to submit blog post to SB team
- **5/25** Deadline to submit material for press and opening day press release
- **5/28** Final press list for SB'18 Vancouver will be distributed

➤ PRESS & EDITORIAL OPPORTUNITIES

- **Call For Videos!**
 - Want to share why you're excited for SB'18 Vancouver? We'd like to share as well! Please create a video for us to share with our community. We will start sharing video testimonials on 2/26/18, but we're open to submissions whenever. Please send your final video to media@sustainablebrands.com.
 - Basic video guidelines:

- Take a landscape video! Even for iPhone videos
 - < 2min long
 - For better engagement, keep the video non-branded
 - Make it fun!
- Potential video topics:
 - Why is your team/your brand excited to participate in SB'18 Vancouver?
 - Why is your brand excited to talk about 'Redesigning the Good Life'?
 - What does your team think about The Good Life? How do YOU define it?
 - Why is your team excited to come to the city of Vancouver?
 - Here is a great [sample video](#) to use for reference.
- **Announcements at SB'18 Vancouver:**
 - We are dedicated to generating visibility for the initiatives and stories you'll be sharing at SB'18 Vancouver. If you be making any big announcements at SB'18 Vancouver (always highly encouraged!), please contact media@sustainablebrands.com ASAP and we'll start working with your PR teams and pitching to press.
- **Editorial Interview**
 - If you have an 'Editorial Interview' included in your sponsorship package (identified in your Letter of Agreement), we encourage you to take advantage of the opportunity pre-event to be included in our marketing for SB'18 Vancouver and to showcase your participation.
 - Once we identify who from your team will be interviewed and preferred direction, our editorial team will draft interview questions to provide to your team to answer, to then be compiled into a finalized editorial interview to post on SustainableBrands.com, in our newsletters, and social media platforms.
 - Fill out [THIS FORM](#) to begin the process – **Due by 4/30/18**
- **Article or blog post**
 - We would love to provide more visibility around the initiatives you'll be sharing at SB'18 Vancouver. If you are willing to write a blog post or article on the topic, we can post on the SB'18 Vancouver website and potentially distribute through our media partners. This opportunity closes on **Monday, 5/14** so the SB team has enough time to post and distribute the content.
 - If you're interested or have any questions, please reach out to Talia to coordinate, information below.
- **Online press room & opening day press release**
 - If you have any releases or announcements that coincide with the conference, please send them to Talia before **Friday, 5/25**. We will share it with attending journalists and work to incorporate the news into our opening day release.

➤ ATTENDING PRESS

All speakers and sponsors will receive the final list of attending journalists on **Monday, May 28th**. To see the most updated list of media partners, please visit www.sb18vancouver.com/partner.

➤ MEDIA INQUIRIES:

For any additional media inquiries, please contact:



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