The purpose of inviting people to your event or explaining your story on the NHRMA log is to connect with our audience and to provide engaging content. Engaging content begins with the following facts. We want to add to your PR efforts to promote your events and activities.

Here is what we need to know…just 7 components!

WHO IS SENDING THIS INFORMATION?

Contributor’s Name, Email, Mobile (in case I need to ask a question, not for the blog post!):

WHAT

Topic/Name of Event:

Sponsor(s) of Event (name, acronym, including your chapter/council):

Type: Conference, course, networking event, social, what?:

Notes about early registration, when registration ends, etc.:

Is credit offered and by which organization(s) such as how many SHRM PDCs?:

Meals/snacks, restrictions regarding food and beverages in the meeting area; notes about accessibility:

WHEN

Date(s) for registration:

Dates of event:

Start & End time with time zone:

WHERE

Location address:

Accommodations, if suggested, including URL:

Location features/notes:

HOW
Link for registration:

Dates registration opens/ends:
Notes about early registration, when registration ends, etc.:

More details (URL of related website or page):

Event contact person (name & email; phone):

WHY?

Description: Under 200 words that stir interest. 500 words can work if sentences/phrases are short and paragraphs are minimal. Who is this event for? What is exciting about it? Topics, speakers, unusual aspects or bonus offers could be described in a conversational tone:

VISUAL INTEREST

Images: you will see a fields for attaching jpgs or pngs of event theme, logo, site this when you upload this document. The media has its own upload spot.

Enter your FB, Li, and other social media links:

Anything else?

Notes? Questions?

How to Be Most Effective

* Please submit as a document, saved with your name in the title. NO PDFs.
* Consider submitting 6 weeks before your event, then creating a new post for publication 2 weeks before your event. The earlier the better – we can space blog posts so that yours does not get lost in a mass of them if we have time
* Remember that you (and others) can add Comments to a NHRMA blog post before, during and after your event.
* Scan through earlier NHRMA blog posts for ideas on <https://nhrma.shrm.org/blog>
* The information you provide can be as simple as answers to the list of prompts above (you do not need to be an experienced blog writer)! The Communications Director will assemble and/or edit the blog in a style that provides continuity for readers.
* Once the post appears on the NHRMA site, mention it on your LinkedIn, FaceBook, Twitter, Instagram, Pinterest or other social channel and link your mention to <https://nhrma.shrm.org/blog> with a lead such as “Featured by NHRMA!”