8 STEPS TO A SUCCESSFUL CHAPTER PR STRATEGY

1

What's Newsworthy in Your Chapter?

List upcoming programs, courses, other announcements that you think would interest the media

2

Build a Media List

Request a media list from the CCIM Institute

Contact:
Juliane Wilson,
jwilson@ccim.com

3

Create a Speakers Bureau

List your spokespeople for both chapter officers and SMEs (Subject Matter Experts)

4

Stories Start With a Press Release

Create a press release for your announcement

Template can be found here:

http://www.ccimconnect.com/viewdocument/news-release-templat

5

Pitch the Reporter

Email the release to reporters with a note summarizing the news announcement and the hook

6

Get the Reporter to Your Event

If you need to write an article, find a professional real estate writer to put together the piece

Contact Juliane Wilson for a list of availble writers at jwilson@ccim.com

7

After the Article Appears

Post the article with a brief comment to all your social media channels

Reference link to the article in your upcoming chapter communications, especially the newsletter

Purchase a reprint of the article to inlcude within your membership and sponsorship materials

8

Do's & Don'ts

Respect their journalist independence

Cultivate the relationship

Never email more than once a week

Don't pay for play