

Press Release & Media Kit

How to use

Issue the launch press release 8–10 weeks before the event. Issue the post-event press release within 1 week after. Attach the Media Kit Contents checklist to both releases when sending to journalists.

TEMPLATE A – LAUNCH PRESS RELEASE

FOR IMMEDIATE RELEASE | [DD Month YYYY]

HEADLINE:

VET Students Invited to Tackle Real-World Challenges at DigiCollab Hackathon in [City]

SUB-HEADLINE:

European Erasmus+ Project Brings Two-Day Innovation Event to [Region] – Free for Participants

BODY:

[CITY], [DATE] – [Organisation Name], in partnership with the DigiCollab Erasmus+ project, is calling on vocational education and training (VET) students aged 15–25 in [region] to apply for the DigiCollab Hackathon, taking place on [DD–DD Month YYYY] at [Venue Name], [City].

The hackathon is a two-day team-based challenge event in which groups of 4–5 students develop creative solutions to real-world problems under the guidance of experienced industry mentors. Participation is completely free, with meals included.

This year's challenge themes are: Digital Literacy, Environmental Sustainability, Inclusion and Social Equity, and Democratic Participation – all strategic priorities of the Erasmus+ programme.

QUOTE FROM ORGANISER:

"[Quote from lead organiser or institutional representative]" – [Name, Title, Organisation]

About DigiCollab

DigiCollab is a Small-scale Partnership project co-funded by the Erasmus+ Programme of the European Union (project reference: KA210-VET). The project partnership comprises Interaktiv GmbH (Germany), EGIInA Srl (Italy), and EuroLinks (Turkey), and aims to promote innovative digital learning formats in vocational education across Europe.

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

PRACTICAL INFORMATION:

| Item | Details |
|----------------------|---------------------------------------|
| Date | [DD-DD Month YYYY] |
| Location | [Venue Name], [Address], [City] |
| Target participants | VET students aged 15–25 in [region] |
| Application deadline | [DD Month YYYY] |
| Cost | Free – meals included |
| Website | [www.event-url.eu] |
| Contact | [Name] · [email] · [phone] |

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MEDIA CONTACT:

Name & title

Organisation

Email

Phone

TEMPLATE B – POST-EVENT PRESS RELEASE

FOR IMMEDIATE RELEASE | [DD Month YYYY – within 1 week of event]

SUGGESTED HEADLINE:

[Number] VET Students Develop Innovative Solutions at DigiCollab Hackathon in [City]

Body template:

On [date], [number] vocational students from across [region] gathered at [venue] for the DigiCollab Hackathon – a two-day challenge event co-funded by the Erasmus+ Programme of the European Union.

Over 48 hours, [number] teams developed solutions addressing [themes]. After presentations to a jury of [number] industry experts, the winning team – [Team Name] from [School] – was awarded the Grand Prize for their project '[Project Name]'.

WINNER QUOTE: [Quote from winning team member]

[Quote text]

[Continue with 2–3 more paragraphs: impact numbers, participant reactions, next steps]

MEDIA KIT CONTENTS CHECKLIST

Attach the following assets when sending press releases. Check off items as prepared.

Event Launch Kit:

- Press release (Word + PDF)
- Event poster (high-resolution PNG/PDF, 300dpi minimum)
- 2–3 high-resolution event visuals (from previous editions or mock-ups)
- DigiCollab logo (PNG, white and coloured versions)
- Erasmus+ logo (PNG, with tagline)
- Organisation logo
- 1-page event fact sheet (date, location, themes, target group, contact)
- Quote sheet (2–3 quotes from organisers / partners)

Post-Event Kit:

- Post-event press release (Word + PDF)
- 5–10 high-resolution event photos (teams working, presentations, awards)
- Photo caption sheet (who is in each photo, location, date)
- Key statistics: participants, teams, projects, countries
- Winner team photos and project summary
- 2–3 participant quotes / testimonials
- Short video clip or link (60–90 seconds, captioned)

File naming convention

Use consistent naming for all press assets: DigiCollab_[Year]_[City]_[FileType].[ext]

Examples: DigiCollab_2026_Kerpen_PressRelease.pdf · DigiCollab_2026_Kerpen_Photo01.jpg