



## D.4.4 - Press Kit

<b>Project Acronym</b>	Apps4EU
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Dissemination Level**

<b>P</b>	<b>Public</b>
<b>C</b>	<b>Confidential, only for members of the consortium and the Commission Services</b>

## Revision History

Rev.	Date	Authors	Org.	Description
V.1.0	03/02/2014	Arjan El Fassed	Open State Foundation	Final Version for submission
V.2.0	29/06/2014	Arjan El Fassed	Open State Foundation	Final Version for submission

### Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

## **Introduction**

Tech media plays a key role for open data start-ups for finding investors, clients and users. By engaging international tech press such as Tech Crunch, Mashable and TheNextWeb exposure for entrepreneurs will be increased, and hence the chance of accelerating apps into sustainable businesses. Journalists specialised in the field of technology and business will be invited on a personal basis to local events, business lounges and the pan European challenge events. They will be invited to interview key app developers, their business ideas and stakeholders. Editorial staff of major tech media press organisations will be approached via press releases about the competition, its events and the 'winning' apps.

## **Description of deliverable 4.4**

Press Kit: An open data challenge Press Kit including 3 press releases per annum sent out to the 50 most influential international tech websites; 20 personal invitations of tech journalists per annum for the events of this programme and an overview of international tech press for all business lounges and a list of articles and blogs written by international tech press on the programme.

## **Review**

The reviewers stated that deliverable D4.4 should have contributed with a Press Kit, containing highlights of the communications as executed in one of the events. The reviewers asked the consortium to resubmit this deliverable with an adequate level of detail and substance, ensuring its usefulness for future interested event organizers.

## **Revisions**

In the Press Kit, apart from 5 press releases, selected coverage, images, logos and other related information, we have included a document with recommendations on press work for local organizers. In the first year we've sent 3 press releases and in the first quarter of 2014 we have sent two press releases. We anticipate further press releases for forthcoming events this year. They will be made available on our website. The press releases have been sent to a media list consisting of local, national media including international techblogs.

This media list consists of 50 addresses. The list of journalists and technblogs is included in the summary document in the folder press for local organizers/recommendations folder. These press releases have also been posted on sites of participants within the Apps for Europe network. The Press Kit includes images of business lounges, Apps for Europe logos, information about Apps for Europe and some selected coverage.

Since the scope of each local event may differ and attraction to journalists is diverse there is no one-size-fit-all remedy apart from providing examples and highlights. We believe that the information in the press kit, including the recommendations for local organizers, is developed in such a way that it ensures its usefulness for future interested event organizers.