

## **CFA Institute Research Challenge – Media Guide (Society)**

*The CFA Institute Research Challenge is a great opportunity to generate some media awareness of your society along with its commitment to local universities, professional development, and ethical and analytical standards. Follow the guide below to get some ideas on how to conduct media outreach around the event.*

- Use the society press release templates to announce the society’s participation and responsibilities for the CFA Institute Research Challenge. Send the release to your distribution list, post to the society website, and [share](#) a copy with CFA Institute.
- When the winner of the state/country finale has been selected, use the society press release template to announce the winner. Send the release to your distribution list, post to the society website, and [share](#) with CFA Institute.
- Invite a select list of journalists to the local competition. Create a media invitation or extend a personal invitation via telephone/e-mail.
- Does your society have a Twitter account? If so, tweet information about the competition. Don’t forget to include the #cfa and #cfainstitute hashtags.
- Make sure you take lots of photos of the event. Photos can then be posted to you society website. [Share](#) some of the photos with CFA Institute and we will post the best ones to the Research Challenge microsite page.

**N.B: CFA Institute will announce the following via a global press release:**

- **Kick-off of CFA Institute Research Challenge season**
- **Winners of the four regional finals**
- **Winner of global final**

**The above press releases will be posted to the CFA Institute website ([www.cfainstitute.org](http://www.cfainstitute.org)) and [www.globalinvestmentresearchchallenge.org](http://www.globalinvestmentresearchchallenge.org)**