



MEDIA ACCREDITATION GUIDELINES FOR WORLD CITIES SUMMIT, SINGAPORE INTERNATIONAL WATER WEEK AND CLEANENVIRO SUMMIT SINGAPORE 2018

INTRODUCTION

1.1 Media Accreditation Guidelines

The media accreditation principles below are intended to give the media as much access as possible while ensuring the safety, security and comfort of all participants of the World Cities Summit (WCS), Singapore International Water Week (SIWW) and CleanEnviro Summit Singapore (CESS) 2016.

Media accreditation will commence on **25 April 2018 and close on 29 June 2018**. All media accreditation applications will be subject to the approval of Experia Events Pte Ltd.

1.2 Accreditation Principles

Editors of publications and media agencies are requested to take note of the following principles to ensure that media accreditation is restricted to professional journalists, photographers and bloggers:

- i. The organiser considers the Media Pass to be a working tool to be used only by bona fide members of the press. Marketing personnel, sub-editors, staff of the publication's secretariat, etc. cannot be accredited as media.
- ii. The organiser will only accredit publications, agencies, and professional bloggers:
 - a. With a circulation size and quality that fulfil the criteria of the organiser
 - b. With a format and quality that fulfil the criteria of the organiser
 - c. With a sizeable following and sphere of influence, areas of interest and quality that fulfil the criteria of the organiser
- iii. Internal company publications cannot be accredited as media. However, at the sole discretion of the organiser, and where the quality and circulation criteria justify the organiser's consideration, such publications may be eligible for accreditation on a case by case basis.
- iv. Under no circumstance will advertising and public relations agencies (or similar companies and organisations) be accredited as media, nor will the organiser issue any media accreditation to representatives (press officers or otherwise) of sponsors, suppliers and exhibitors.
- v. It should be noted that no double accreditation is allowed (e.g. as media and as delegate).

2. Criteria for Accreditation

- i. Applications **MUST** be made online. Accreditation will only be granted upon completed online accreditation application form, and presentation of the following valid press credentials relevant to each medium.
 - a. Print media
 - a. Photocopy or a scanned copy of the MCI Press Accreditation Card (for Singapore-based media) **OR** official national press card(s) of the representative who will be covering WCS/SIWW/CESS 2018 **OR** letter of assignment on the official letterhead of a media organisation signed by the Publisher, Assignment Editor, Editor-in-chief or Bureau Chief, specifying the name and functional title of the journalist, and stating their role at WCS/SIWW/CESS 2018
 - b. An original copy of the publication (only to be supplied on request)
 - b. Online media (including websites, photography sites and online forum pages)
 - Letter of assignment on the official letterhead of a media organisation signed by the Publisher, Assignment Editor, Editor-in-chief or Bureau Chief, specifying the name and functional title of the journalist, and stating their role at WCS/SIWW/CESS 2018
 - The online publication must belong to a registered company, such as a media organisation, and have a specific, verifiable non-web address and telephone number
 - The online publication requesting accreditation for its correspondent(s) must have a substantial amount of original and topical news content or commentary or analysis on international issues for the most recent twelve (12) months, at the point of application
 - If the website is new, the applicant seeking accreditation must provide the latest data on the site's visitorship or other relevant material (press citations, etc.) about the outlet's audience
 - Information on the media outlet (such as website, circulation, readership/viewership, frequency, etc.) (only to be supplied on request)
 - Please note that online publications that are intended for the communications outreach or advocacy of non-governmental or non-profit organisations do not qualify for media accreditation
 - c. Freelance journalists
 - a. Freelance journalists/photographers **MUST** provide clear credentials that they are on assignment from a specific news organisation/publication. A valid assignment letter from that news organisation/publication is required. Submissions by freelance online journalists will be reviewed on a case by case basis
 - b. The applicant must have an established record of having written extensively on international issues and must present copies of three recently published articles, not more than six months old, with his/her byline
 - d. Professional blogs
 - a. Links to three (3) most recently published posts (500 words or more) relating to the relevant areas of interest of the events
 - b. Professional blogs must be active in the most recent twelve (12) months at the point of application, with a minimum of one (1) published post per week relating to the relevant areas of interest of the events
 - c. Information on the media outlet (such as website, circulation, readership/viewership, frequency, etc.) (only to be supplied on request)
- ii. Non-English publications must supply a certified English translation of the publications' credits page.

- iii. All applications must be received via the WCS/SIWW/CESS 2018 online accreditation portal before the closing date, 1 July 2018. Late applications will not be entertained. The organiser reserves the right to reject any incomplete applications.

3. Accreditation Procedures:

- i. An auto-generated email acknowledgement will be sent to applicants upon submission of the online accreditation form.
- ii. Each application will take up to ten (10) working days to process.
- iii. All successful applicants will be issued an email confirmation with accompanying terms and conditions. If an applicant does not receive an email fifteen (15) working days after registration, he/she is requested to contact the representatives stated below.
- iv. If the representative(s) is (are) not able to attend the event, the organiser must be notified as early as possible. Failure to inform the organisers of non-attendance may result in future accreditation requests being refused.
- v. If any change of representative(s) is (are) to be made, please notify the organiser as soon as possible. Any name changes after the stipulated deadline of 2 July 2018 may be rejected.

4. Access:

Details for the collection of media passes are as follows:

Date: 2 – 6 Jul 2018

Time: Monday to Friday from 0930hrs – 1730hrs

Venue: Hill+Knowlton Strategies
50 Scotts Road #04-01 Singapore 228242

Date: 8 – 11 Jul 2018

Time: 0830hrs – 1630hrs

Venue: Media Registration Booth at Level 3, Sands Expo & Convention Centre, Marina Bay Sands, Singapore 018956

The representative(s) must produce the email confirmation as well as two copies of his/her name cards when collecting the media pass at the event. **NO MEDIA PASS WILL BE ISSUED WITHOUT PROPER DOCUMENTATION.**

- i. Accreditation does not guarantee journalists and photographers access to all media events / press conferences. Journalists and photographers should refer to the press kit for more details.
- ii. The media pass is **NON-TRANSFERABLE**. It may only be used by the person whose name and publication name appear on the pass.

5. Media Centre:

- i. There will be a Media Centre, with free Internet access.
- ii. Limited workstations will be available on a first-come-first-served basis to the media in the Media Centre.
- iii. A confirmed schedule of events will be available in the press kit, which will be provided to all accredited journalists.
- iv. Please note that the media centre will be open from 8 to 12 Jul 2018, 0830hrs – 1830hrs daily.

6. Note to Photographers:

There will be no photo studio or technical assistance lab in the Media Centre.

7. Note to Broadcasters:

There will not be an International Broadcast Centre at WCS/SIWW/CESS.

8. For further queries, please contact:**Yasmeen Munira**

Hill+Knowlton Strategies

Management Trainee

Contact: +65 6390 3331 | +65 8157 9403

Email: hk3events@hkstrategies.com