

How to Create a Press Kit for Your Coworking Space

A press kit makes it easy for journalists, partners, and potential members to learn about your coworking space. Here's how to make one:

1. Create a .pdf file (1-pager or presentation) containing:

Company Fact Sheet

- ☐ Opening date
- ☐ Location
- ☐ Member Count
- ☐ What makes your space unique
- ☐ Milestones/awards/community initiatives
- ☐ Your space's mission

Founder + Team Bios

- ☐ Short bios 1-2 sentences
- ☐ Names
- ☐ Roles
- ☐ Backgrounds
- ☐ Photos (headshots)

Contact Info

- ☐ Email (ex: press@yourspace.com)
- ☐ Phone Number
- ☐ Website
- ☐ Social profiles

Optional extras

- ☐ Testimonials from members/partners
- ☐ Quotes from your team

2. Create a zip file with the .pdf, as well as:

Photos

- ☐ High-quality images of your space, facilities, events, members, and anything else that you find important!

Logos

- ☐ Multiple formats (PNG, SVG) and resolutions for web, print, and promo use

Previous Coverage

- ☐ Links or screenshots of mentions in blogs, podcasts, local news or even small newsletter features

3. Upload it to a dedicated page on your website.

Examples

www.cobot.me/press

www.betahaus.com/press

www.impacthub.net/media-pr