



GUIDELINES AND REGULATIONS MEDIA AND PUBLIC RELATION JFW 2019

Thank you and your media for covering the **2019 Jakarta Fashion Week**, hereinafter referred to as **2019 JFW**. The opening press conference of Jakarta Fashion Week 2019 will be held on October 20, 2018, at 12:30 WIB, at the **Atrium Senayan City**.

The committee provides **Media Center** as a center for information and data for convenience for media partners who cover. The Media Center is fronted by editors and *IT support* teams from Femina Group. As fellow journalists, we know the responsibilities you have in this task, therefore we make the following guidelines for ease and smooth work together. Hope you read all of them well. By receiving Press ID, you have agreed and will comply with the following rules and guidelines.

MEDIA CENTER

1. **Press conference** will take place at Media Center JFW 2019 and Atrium Senayan City every day. The full schedule of the Press Conference will be displayed at Media Center every day.
2. Every day, media crews **must** report (Daily Registration) at Media Center before making coverage. The Registration Team from Media Center will mark the Press ID as a sign of registration. Media partners who have not register are not allowed to cover.
3. Media crews with Press ID issued by the 2019 JFW committee can attend all the press conferences.
4. All media crews with Press ID can use the facilities available at Media Center, in accordance with the terms and conditions. At certain times, Media Center provides snacks and drinks (water, coffee and tea) for the convenience of media crews.
5. The committee has an official photographer who takes photos of each show to meet the media needs that do not bring their own photographer. You can download these photos via **www.image.net** by logging in or registering (for those who don't have an account).
6. Except for the Opening Of JFW2019 press conference, we only provide 50 (fifty) press releases in each conference. For colleagues who have not had time to attend or prefer digital formats, please download the releases on our website at <https://www.jakartafashionweek.co.id/press-release/> .

7. Press Conference invitations are sent by event organizers (such as designers, *brand* owners and media). The Media Center Team **does not** provide specific press conference invitations. If you are interested in getting an invitation to a press conference, you can contact the organizer directly.
8. The committee has the right to withdraw the Press ID, if there is a violation committed by the relevant media. If a violation occurs, Media Relations JFW 2019 will contact the media editor in question, and the journalist may not be able to cover JFW again.
9. Media Partners are requested to provide coverage information, either in the form of issue date / broadcast date / edition, along with proof of coverage to the JFW committee. Proof of coverage can be sent via e-mail to press@jakartafashionweek.co.id; or to the Femina Building, Jl.Rasuna Said Kav. B 32-33 South Jakarta, up. Zea Zabrizkie, tel. 525 3816 or 526 6666.

MEDIA REGISTRATION

1. Every media partner who will cover the 2018 JFW activities must wear the Press ID according to the name and photo listed. Press ID serves as an entry sign and identification during the event, and **cannot be transferred**.
2. Each media partner must register a reporter and / or photographer and camera person who is assigned to cover the **Jakarta Fashion Week** to the committee by completing the complete data. Please inform Zahra via e-mail: anandaazhar.jfw@gmail.com, the names of reporters and / or photographers and camera personnel assigned to cover JFW 2019, to speed up the application approval process.
3. How to register:
 - 1) Visit fashionlinkme.com/ext-comm/
 - 2) Enter *username* **press** (without capital letters) and *password* **12345**, along with the captcha code displayed.
 - 3) Click ADD (see picture)

Fill in all data completely.

For *reference* column, please fill in the following format: **[MEDIA NAME] - [POSITION]**, for example: **FEMINA - Reporter**.

For the Photo URL column, fill in the link to your profile photo / avatar from your social media / website. Make sure the photo shows your face clearly and the link ends with

".jpg" or ".jpeg" or ".png". The application will not be approved if you do not include a photo. **How to get a Photo URL:**

- a) On desktop browser
 - i. Open your profile on social media or company website.
 - ii. Right click on the image of your profile photo.
 - iii. Depending on the system you are using, select the image URL by clicking on one of the following:
 - Chrome: Copy the image URL
 - Safari: Copy the image address
 - Internet Explorer: Properties> Copy the URL address displayed
 - Firefox: Copy image location
 - b) Mobile browser
 - i. Open your profile on social media or company website.
 - ii. Touch and hold the image.
 - iii. Depending on the browser used, select the image URL by touching the link below:
 - Chrome: Copy the link address
 - Safari: Copy
- 4) Make sure all your data is correct. You cannot edit existing data. If you make a mistake filling the data, then you have to repeat the process again.
- 5) Click **SAVE** .

4. Press ID can be taken from **20 October 2018 (09.00 - 21.00 WIB) up to 26 October 2018 (10.00 - 21.00 WIB)** at Media Center JFW - Senayan City, Jakarta.
5. Every media partner who will cover the **Jakarta Fashion Week** activities must wear a Press ID according to the name and photo listed. Press ID serves as an entry sign and identification during the event, and **cannot be transferred**.
6. Media partners who already have Press ID issued by the **Jakarta Fashion Week** committee can attend all the press conferences and cover all the shows in **Jakarta Fashion Week**.
7. The committee has the right to withdraw the Press ID, if there is a violation committed by the relevant media. If there is a violation, Media Relations **Jakarta Fashion Week** will contact the media Chief Editor in question, and the journalist may not be able to cover JFW again.

COVERAGE GUIDELINES

1. To help the public, the event should be mentioned as **Jakarta Fashion Week 2019** , or if abbreviated as **JFW 2019**.
2. Media partners who will cover or take pictures are encouraged to do their work without interrupting the show. There is a special area for coverage: **Press Area**, and photo taking: **Pit Photographer**.

4. For the comfort of work from all media partners covering JFW 2019, the use of professional video cameras / cameras with *telephoto* / *zoom* can only be used in the Pit Photographer area. Use of *pocket* / semi-pro cameras in Press Area is permissible, as long as it does not interfere with other media partners.
5. The committee has the right to reserve a number of places in the Press Area and Photographer Pit for internal media needs and official media partners. It is hoped that media partners can understand and respect this. Outside these areas, media placement is subject to availability (*first come, first served*).
6. Media partners are not allowed to enter *restricted areas* (*backstage, green room, FOH, and stage*). Violation will cause the withdrawal of Press ID.
7. Media Partners who want to interview fashion designers can use Media Center as an interview location. An application for an interview with a fashion designer can be submitted to press@jakartafashionweek.co.id. You will be asked to complete the Interview Request Form first.
8. Every news or photo regarding JFW, or taken in the JFW area, must mention / include **"Jakarta Fashion Week 2019"** as an event accreditation.
9. All material taken during the 2019 Jakarta Fashion Week must be accredited by Jakarta Fashion Week 2019. The material and information obtained during the event may only be used as material for coverage from the relevant media. Other uses, especially modification, downloading, publication, reproduction for promotional or commercial purposes, are not permitted without written permission from the committee of the Jakarta Fashion Week 2019 or Azura Activation.