

## Guidelines for media accreditation at the IWA World Water Congress & Exhibition

16-21 September 2018, Tokyo, Japan

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### Media Accreditation Guidelines

These guidelines are intended to give the media full access to the IWA World Water Congress & Exhibition 2018, except where events or meetings are by invitation only.

Pre-Congress media accreditation is now open and will close on 09 September 2018. All media accreditation applications will be subject to approval.

### 1. Accreditation

- As a working tool for members of the press, media passes are restricted to professional journalists, photographers and bloggers. No one else is eligible for media accreditation.
- Only publications, agencies and professional bloggers with a circulation size and quality to meet the criteria of the conference organisers, or with a significant following and sphere of influence in areas related to the conference, will be eligible for media accreditation.
- Internal company publications are not typically considered for accreditation as media. This is, however, dependent upon the individual publication and accreditation is at the discretion of the conference organisers.
- Advertising and public relations agencies are not eligible for media accreditation; representatives (e.g. press officers) of sponsors, suppliers and exhibitors are not eligible for media accreditation.

### 2. Criteria for Accreditation

Media accreditation will be granted once a completed application from with supporting documentation, such as a copy of a valid national press card, has been received and approved.

- Print Media
  - Accreditation requires verification onsite of valid press credentials, such as an official national press card or a letter of assignment (this must be on the official letterhead of the media organisation signed by the Assignment Editor, Editor-in-chief or Bureau Chief, specifying the name and title of the journalist, and stating their role at the IWA World Water Congress & Exhibition 2018).
- Online and digital media
  - Accreditation requires receipt of a completed application form and a letter of assignment (this must be on the official letterhead of the media organisation signed by the Assignment Editor, Editor-in-chief or Bureau Chief, specifying the name and title of the journalist, and stating their role at the IWA World Water Congress & Exhibition 2018);
  - Online publications must be registered to a company, such as a media organisation, and have a verifiable non-web address and telephone number;

- Online publications applying for accreditation must have a substantial amount of original and topical news content, commentary or analysis related to the themes of the IWA World Water Congress & Exhibition 2018;
  - Online publications may be required to provide information on website stats, circulation, readership/viewership, frequency, etc.
  - 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
- Freelance journalists
    - Freelance journalists/photographers must provide clear credentials, such as a valid assignment letter, that they are on assignment from a specific news organisation/publication.
  - Professional blogs
    - Blogs should have been active for at least 12 months prior to the IWA World Water Congress & Exhibition 2018, and bloggers should be able to demonstrate content related to the core themes of the Congress.
    - Statistics related to the blog may be requested by the conference organisers.

All applications must be received by midnight on 09 September 2018.

Journalists and camera crews who require visas or clearance for their equipment to enter Japan, should submit their applications for media accreditation as soon as possible to ensure that the visas and clearances can be obtained in time.

### 3. Accreditation Procedures

- Upon receipt of a completed application an email acknowledgement will be sent to you;
- Applications will take up to 10 working days to process.
- Once your application has been processed you will receive an email confirmation and information on how to collect your media pass. If you haven't received a response within 15 working days, please contact one of the IWA media representatives listed below.
- If you have been accredited but are unable to attend, please inform the organisers as soon as possible by contacting one of the IWA representatives listed below.
- Please notify the organisers as soon as possible of any changes to the accreditation e.g. name changes.

### 4. During the IWA World Water Congress & Exhibition 2018

- Media passes are available for collection daily throughout the conference from the registration booths. First available collection to be announced.
- Accredited media must have their national media card and photo identification, without which we won't be able to issue the media pass.
- Media accreditation does not guarantee access to all media events, press conferences or invitation only events.
- Media passes are non-transferable unless with prior notification and agreement from the organisers.

## 5. Media Office Contacts

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