

GENERAL ACCREDITATION GUIDELINES FOR JOURNALISTS, BLOGGERS AND INFLUENCERS FOR VELO-CITY LEIPZIG 2023

Accreditation is granted exclusively for journalistic reporting purposes.

Media accreditation may be granted to persons from within Germany or abroad who can prove their journalistic or photojournalistic activity in relation to the Velo-city topics in the following ways:

- a. by presenting articles written under their own name which are no older than six months at the time of the event
- b. by presenting an imprint where they are named as editor, regular editorial staff member or author and which is not more than three months old at the time of the event
- c. by presenting an original written copy of an assignment from an in-house editor with thematic reference to Velo-city 2023 Leipzig
- d. by providing a web link to an online publication which is well-established in the respective community sectors and can demonstrate a suitable reach. In such cases, pre-accreditation is required due to the increased verification effort. The relevant online media must have existed for at least three months and contain regular entries. Furthermore, the last text referring to the Velo-city conference may be no older than three months
- e. by presenting a valid press pass of a foreign or domestic journalists association

Please note that the presentation of a valid press pass in itself does not necessarily provide a basis for accreditation. The event organiser reserves the right to request further evidence to verify journalistic activity in accordance with points a–d. Authentication documents should be presented in the German or English language. The event organiser reserves the right in individual cases to additionally demand the presentation of a valid personal identification document with a photo. There is no general right to accreditation. The event organiser may make use of its domiciliary right.

Accreditation information for influencers, bloggers, YouTubers, Instagramers and Twitterers

In order to obtain press accreditation, the following requirements must be met:

- There must be a thematic reference to the Velo-city conference.
- The blog or (social media) channel must have existed for at least a year at the time Velo-city Leipzig 2023 takes place or already have more than 3,000 followers.
- There must be relevant and regular journalistic reporting (at least 12 articles per year). The last contribution may not be older than one month at the time of accreditation.
- The editor's full name (no pseudonyms, pen names, etc.) must be visible on the blog page or (social media) channel. If the full name is not stated in the imprint, the identity of the person to be accredited must be proven by other means (screenshot of the private log-in area, ID card with a pen name, etc.).
- Only those editorially responsible for the blog (including photographers and cameramen if named in the legal notice) will be accredited.
- If the (social media) channel is operated by more than one person, the individual contributions must be identified by name.
- We reserve the right to limit the number of accreditations per (social media) channel to a maximum of two.

Accreditation will not be awarded to people in the following categories:

- persons without journalistic verification, such as customer service staff, sales managers, advertising managers or webmasters
- PR consultants and private companions
- German nationals living in Germany who present a foreign press pass
- persons holding a written assignment issued by a freelance journalist
- persons who are only active privately on social networks

There is no general right to accreditation.