

Press Conference Checklist

By Jake R Brady

- ☐ Preliminary Actions
 - ☐ Determine location, time and date.
 - ☐ Notify media of conference's location and time.
 - ☐ Have room/area confirmed.
 - ☐ Have speakers identified and confirmed.
 - ☐ Produce media kit/other documents required.
 - ☐ Anticipate and arrange for necessary site security.
 - ☐ Arrange for video and/or audio taping.
 - ☐ Check availability of parking.
 - ☐ Make follow up calls to media.
 - ☐ Arrange reception area/sign-in for media.
 - ☐ Brief your staff on the subject, spokesperson, and schedule.
- ☐ Statements and News Releases
 - ☐ Obtain written statements for your spokesperson.
 - ☐ Make copies of news releases for media.
 - ☐ Develop anticipated questions and answers for the spokesperson.
 - ☐ Ensure that all credit union material is approved for release.
 - ☐ Assemble press kits and background information.
- ☐ Conducting the Conference
 - ☐ Prepare media kits for handout.
 - ☐ Assign staff to direct media to the briefing room.
 - ☐ Log the names of media representatives who attend.
 - ☐ Start video and audio recorders.
 - ☐ Open the conference.
 - ☐ Monitor the questions and answers closely.
 - ☐ Prepare conference notes.
- ☐ Event Follow-Up
 - ☐ Wrap-up release distributed.
 - ☐ Send thank you e-mail to VIPs.
 - ☐ Send pictures of the conference to local newspapers.
 - ☐ Monitor the media for event coverage.