

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.