

The  
Comms  
Avenue

# Press Conference Checklist

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Preparing for a Press Conference?  
This Checklist Should Help You!



# Preliminary Activities



- Confirm the location, time, and date.
- Select the media to attend.
- Notify the media of the conference's location, time, and date.
- Confirm speakers.
- Work on written statements.
- Make copies of written statements for the press.
- Develop anticipated questions and answers for the spokesperson.
- Assemble press kits and background information.
- Arrange for necessary site logistics – tables, chairs, etcetera
- Make plans for a videographer, photographer etcetera.
- Make follow-up calls to the media.
- Arrange for media sign-in area.
- Brief all stakeholders on the schedule and timing.

# During the Conference

- Assign staff to direct media representatives.
- Ensure the recording is going on and pictures are being taken.
- Open the conference.
- Monitor questions and answers closely.
- Take notes.



# Event Follow-Up

- Send thank you emails.
- Send pictures properly labelled to press in attendance.
- Monitor media for event coverage.



A woman with dark hair in a bun, wearing a light-colored blazer over a blue top, is sitting at a white desk. She is looking at a laptop screen and has her hand on the keyboard. On the desk, there is a spiral notebook and a blue pen. The background is a simple room with light-colored walls and a white chair.

# Virtual Press Conference

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THESE ADDITIONAL ACTIVITIES ARE FOR  
A VIRTUAL PRESS CONFERENCE.

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# Virtual Press Conference



## Location

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Determine the location of the conference – Zoom, Microsoft Teams, GoToMeetings etcetera



## Mute Feature

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Use the mute function and encourage all reporters to submit questions during the press briefing using the chat function.



## Security

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Ensure that the meeting room is secure and share passwords with only those you want to attend.



## Social Media

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Leverage social media.



## Media Control

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Carefully track who you admit to the conference.



## Video Content

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Create a video of the virtual event. Share with the press and on your social media platforms.



# Skills for the Modern Communicator



Creativity &  
Excellent Writing  
Skills.



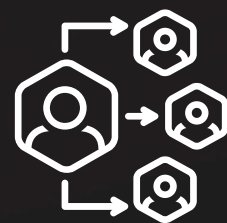
Project  
Management  
Skills.



Competence with Social  
Media & Emerging  
Technologies Data Literacy.



Strong Presentation  
& Communication  
Skills.



Ability to  
Delegate  
Tasks.



Ability to See  
Newsworthy  
Stories Quickly.