

Organizing a press conference - CHECK LIST

Ahead of time

- Update your press contacts list
- Press kits:
 - Press release (Quotes OK? Partners. Facts checked?)
 - Background information
 - Bios
 - Translations need?
 - Press contact (office and cell phone? Back-up)
 - Web links?
 - Folders
 - Donors/ acknowledged
- Choosing a date
 - What else is happening on that day? Sport event? Political rally? Other press conference?
 - What is happening the next day?
- Choosing a venue
 - Is your venue easily accessible?
 - Does it have the technical capacity (power, podium, projector, Wi-Fi)
 - Is it set for media? (Lights, space for cameras, microphones, mixer)
 - What does it look like? Nice, plain or ugly? Can it be dressed up?
 - Can it be outside?
 - What image does it convey?
- Have you lined up experts/people who can be interviewed?
- Media advisory
 - Is the message clear?
 - Who is answering the phone?
 - Do you have your 30 seconds pitch ready?
 - Is all the practical information in there? (Direction and maps?)
- Do you have your event scenario?
- Who is the MC?
- Q&A session? (If yes, who directs traffic?)
- Do you need a “dirty Q&A” list (how to answer a hostile question)?
- Coffee-cocktail following Press Conference?
- Protocol issues? (if government or VIPs attend)

A few days before

- Line-up of participants (list, bios, agreement on scenario)
- Call back/reminder to key journalists
- One-on-one interviews requests?
- Re-issue media advisory
- Close press kits
- Site visit
 - Backdrop? (Real or projected)
 - Podium/table and chairs
 - Where will you place the cameras?
 - Mike mixer?
 - If outside: plan B in case of rain
 - Tech check
 - Seating arrangement (guests, if any, separated from the press)
 - Table for press kit/media sign-up sheet
 - Site for one-on-ones (same? Next to pull-up?)

On the day

- Get there early
- Technical check: Mikes, projector, etc.
- Press kits (with you, not delivered!)
- Media sign-up sheet
- Lining-up one-on-one interviews
- Back-up at the office?
- Mike turned-off when done?

The day after

- Corrections needed?
- Follow-up stories?

A few days after

- Bad coverage? Take names!
- Good coverage? A call to the key journalists might be a good idea.
 - Report to MFF Regional Secretariat
 - Celebrate!