

## checklist

# Planning for the Press

## Determining Your Events Impact:

- Why is your meeting important to the press?
- In what ways will your meeting impact your audience?
- Why does the audience care about the message?
- Is your meeting relevant to other local and national issues?
- Do you have a key-note speaker or good visuals?
- Are you offering a unique event that gives the public something they can't get by themselves?

## Contacting the Press:

- Does your organization have a public relations department? If not, hire a professional company to help in the planning process.
- Determine who should be invited to the event? (Beat reporters, technology reporters, health reporters, etc.)
- Determine which publications or channels your audience most frequently uses.
- Examine out-of-the-box ways to reach the target audience.

## Creating Press Conferences

- Determine what speakers or VIP attendees should be available to the press.
- Schedule a room for press conferences and private interviews.
- Discuss what the key message is with members of your organization. Don't assume that everyone knows how to handle the press.
- Practice, practice, practice! Role play with your spokespeople to ensure that speaking arrangements go as planned.
- Establish firm interview times.

## The Press Room

- Create press passes and distribute them to the appropriate guests.
- Check that the press room has an adequate number of electrical outlets, phones and that high-speed internet is easily accessible.
- Make sure that the press room contains water and coffee. It is often a good idea to include snacks and soft drinks.
- Create media kits with news releases, speaker bios and background information. These kits should be available in both print and digital format.



## Online Press Room

- Create a section on your website for press members who can't attend your event.
- Provide video press releases, audio clips, a background video, downloadable materials and archived news features.
- Offer direct links to sponsor websites and other online resources.

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