

## Press Conference Check list

- ✓ Decide on and write out the message for the press conference.
- ✓ Confirm all speakers.
- ✓ Choose an emcee.
- ✓ Gather everyone's talking points or write them for them, making sure everything supports and elaborates on the central message.
- ✓ Put talking points together to form press conference script. Review to make sure everything is on message and all necessary angles are covered. Make adjustments to script if necessary.
- ✓ Select and produce a visual representation of your message.
- ✓ Write and advisory for the event.
- ✓ Write a release about the central issue of the press conference/event.
- ✓ Produce a list of all the people who will speak at the press conference, with their correct name spellings, organizational identification and positions.
- ✓ Distribute advisory one day prior to the event.
- ✓ Make advance calls to all media contacts one working day prior to the event.
- ✓ Call TV assignment editors first thing in the morning the day of the event.
- ✓ At the press conference, distribute to the reporters:
  - The final release.
  - A list of all speakers and their relevant information.