

PRESS CONFERENCE CHECKLIST

Event Preparations

- Location, Time and Date Scheduled _____
- Room/Area Confirmed _____
- Calendar Checked for Conflicts _____
- Speakers Identified and Confirmed _____
- Pitch List Established _____
- Media Advisory/Press Release Sent/Pitch Calls _____
- Media Kit/other Documents Produced _____
- Audio/Visual Prepared _____
- Availability of Parking _____
- Room for Cameras/Reporters _____
- Good Lighting for Cameras _____
- Enough Electrical Outlets for Media _____
- Temperature Comfortable _____
- Follow Up Calls to Media made _____
- Reception area/sign-in for Media _____

Day of the Event

- Media Kits/other Materials Ready for Handout _____
- Scheduled Speakers/other Officials Present _____
- Props and Decorations in Place _____
- Reporters Welcomed/Signed In _____
- Event Ready to Begin on Time _____

Event Follow-Up

- Wrap-Up Release Distributed _____
- Thank You E-mail/Correspondence to VIPs _____
- Pictures of Event to Local Newspapers _____
- Monitor the Media for Event Coverage _____