



PLANNING MEDIA EVENTS

Getting major media events right is incredibly important. While allowances can be made for the fact that you are a small organisation and not A BHP or Microsoft, nothing will turn off a journalist quicker than ‘amateur hour’. To be taken seriously, major media events must be handled professionally, run on time and deliver what (and who) they say they will.

We’ve put together a good **event checklist** for you to print and fill in before your major media events.





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	Before the event (at least three months before)
	Discuss and write down the event's objective
	Identify your target audience
	Identify the actual journalists you want to target
	Check calendars for date and time conflicts – are there any other major events planned in your capital city for that date WHICH could distract media?
	Choose your date and time
	Select your location (is it suitable for media – is it large enough to accommodate media and as close as possible to the city?)
	Lighting – for speeches, press conference
	Sound - do you need a splitter box for radio journalists?
	Mobility and accessibility for journalists, TV crews
	Send invitations to VIPs, sponsors, speakers.

	One or two weeks before the event
	Write and send media alerts
	Produce deliverables (press kit, reports, video)
	Write and test THE running sheet for the event
	Write running sheet for the media
	Produce decorations + SIGNAGE (banners, charts, logos, working microphone)

	Two days before the event
	Make follow-up call to journalists to ensure they have received the media alert
	Write and send media release or have ready for press kit
	Conduct dress rehearsals for speakers
	Secure and test AV equipment, and test again!
	Identify area for photo opportunities. Have a wet weather plan.
	Confirm refreshments
	Brief all staff
	Write a props and decorations list to be used on the day





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	At the event
	Make sure props and decorations are in place
	Place someone on the door – either security or a staff member with a guest list – if you are concerned about gatecrashers
	Check refreshments HAVE arrived and ARE in place
	Meet and greet person for media representatives
	Have a media area with a suitable environment for shots and sound
	Minder for first speaker to be in place at right time
	Ensure speaker starts on time (within five minutes of scheduled time)
	Do they have their speaking notes, hand-outs, PowerPoint display?
	Q and A session.
	Someone to adjudicate, to sum up and thank people for attending.
	Roaming mike for participants or media.

	After the event
	Contact no-shows that day if possible and offer to send them a press kit and photos
	Write thank you notes for sponsors and VIPs
	Keep a video and cuttings diary of media coverage

