

How to Hold A Successful Press Conference

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Why hold a Press Conference?

- Make a announcement
- Respond/react to a news event
- Release of a product or report
- Provide information regarding an event

Elements of a Press Conference

- Logistics
- Location/optics
- Messaging
- Timing
- Questions and Answers
- Follow up

Logistics

- When do you invite the media?
- Identifying reporters and news outlets
- Time of day

Location

- What message does your location send?
- Outside environments/factors

Messaging

- How many speakers?
- What are they each saying?
- How much time?

Timing

- Time of day
- Length of event
- Time for questions

Questions and Answers

- Controlling the questions
- Ending the event