Crisis Press Conference: Emergency Checklist

Use this as a communication decision aid, not a substitute for emergency response or legal advice. A briefing is not always the right first action.

First hour: verify and protect

[ ] Assign an incident owner and a decision maker. Prioritise safety and the relevant emergency response.

[ ] Separate verified facts, unknowns and disputed claims. Preserve dated source documents.

[ ] Identify affected people and confidentiality needs; do not disclose identities without authority.

[ ] Agree a holding statement and the next update time with operational and legal reviewers.

Before inviting journalists

[ ] Decide whether live Q&A adds information or a written update is safer for now.

[ ] Get approval for the message, spokesperson, quotations, release time and translations.

[ ] Prepare likely difficult questions; practise acknowledging what is not yet known.

[ ] Confirm the actual venue, safe access, security, microphone feed and a technical fallback.

[ ] Send only accurate, confirmed event details to relevant desks and give a reply contact.

In the room and afterwards

[ ] Open with verified facts and immediate actions; distinguish plans from completed actions.

[ ] Log unresolved questions, owners and a realistic response time; do not speculate.

[ ] Coordinate approved updates across the media contact and social channels.

[ ] Correct mistakes quickly and send follow-up documents with appropriate permissions.

Read /guides/crisis-press-conference-four-hours/ for the fuller procedure. Do not promise a four-hour delivery window.