Press Conference Planning Checklist

A blank working checklist. Add an owner, due date, evidence of written confirmation and fallback to each item. Suggested lead times are not guaranteed.

About 30 days before

[ ] Approve the announcement, objective, evidence, audience and spokesperson; write down who signs off claims.

[ ] Agree tentative date, city, format, budget ceiling, approvers and dependencies.

[ ] Compare accessible rooms, sound, camera space and dated supplier quotations; a shortlist is not a booking.

About 14 days before

[ ] Confirm the room, date, hours, access, equipment, cancellation terms and supplier scope in writing.

[ ] Confirm speaker names, roles, travel, permissions and a backup contact.

[ ] Approve a targeted media list and invitation only after the venue and disclosure details are confirmed.

About 7 days before

[ ] Review release, facts, quotations, translations, image rights, embargo and expected difficult questions.

[ ] Send relevant invitations; log responses separately from attendance and publication.

[ ] Inspect the actual room and test microphones, recording feed, display, power and connection.

About 1 day before

[ ] Issue a versioned run of show with owner, call time, registration, Q&A and escalation contacts.

[ ] Reconfirm suppliers and speakers; approve final facts and material-release time.

[ ] Tell invitees about material access or schedule changes, clearly identifying what changed.

Event day

[ ] Test the room before check-in; brief speakers on approved facts, unknowns and corrections.

[ ] Record actual attendance separately from RSVPs; log programme or technical changes.

[ ] Use the planned fallback if a speaker or connection fails. Do not invent an answer.

After the event

[ ] Distribute approved, rights-cleared source material and assign pending questions to owners.

[ ] Verify published links before reporting coverage; reconcile invoices against agreed scope.

[ ] Record lessons and outstanding corrections. No media coverage is guaranteed.

Printable companion to /guides/press-conference-planning-checklist/. Separate from the email-gated six-page Planning Guide.