

Trade Press Media Event Check List

- ✓ **Align presentation around a key message**
- ✓ **Be aware of edit deadlines for target media, schedule events accordingly**
- ✓ **Plan Media Events for the morning hours of a working day**
- ✓ **Avoid dates parallel to other industry events**
- ✓ **Make sure the venue has easy access – display on site signage**
- ✓ **Provide audio/video support for speakers – confirm equipment ops**
- ✓ **A good list of contacts is vital for invitations – vet it**
- ✓ **Invitations two weeks in advance – topic, date, time, duration and location**
- ✓ **Seek feedback on attendance – confirm by telephone a few days in advance**
- ✓ **Provide press kits with collateral in both hard copy and digital formats**
- ✓ **Consider a moderator to host the event**
- ✓ **Be prepared for critical questions on the event topic or sponsor organization**
- ✓ **Be gracious - Invite media for a meal or provide appropriate social custom gift**