



# **MEDIA 101** **HOW TO ORGANISE** **A PRESS CONFERENCE**





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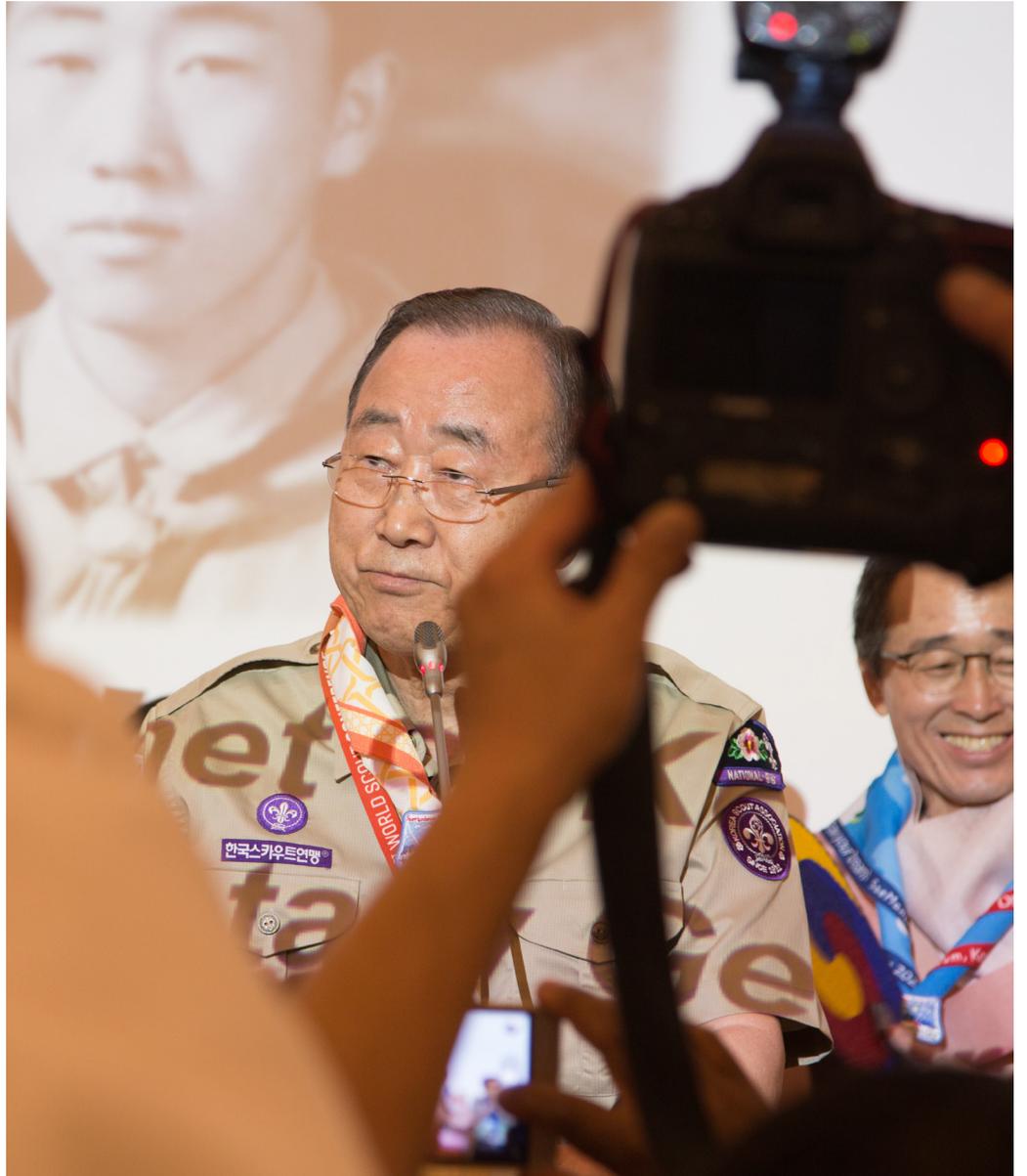
Suite 3, Level 17  
Menara Sentral Vista  
150 Jalan Sultan Abdul Samad  
Brickfields  
50470 Kuala Lumpur, MALAYSIA

Tel.: + 60 3 2276 9000  
Fax: + 60 3 2276 9089

worldbureau@scout.org  
scout.org

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## **MEDIA 101** **HOW TO ORGANISE** **A PRESS CONFERENCE**

PRESS CONFERENCES CAN BE A GOOD WAY TO ALERT THE WIDER WORLD TO A **SIGNIFICANT** DEVELOPMENT IN YOUR ORGANISATION.

### **Examples of significant developments:**

- An important new partnership
- A major new donor
- The results of a long-term study
- Data that shows a significant increase in membership
- The successful return of a major expedition
- The conclusion of an assistance programme (helping communities, the environment, vulnerable people etc.)
- Before leaving for a major expedition or challenge
- When responding to a disaster

Press conferences have a fairly traditional format. A representative from the organisation that arranged the event makes a statement, and then takes questions from the journalists. Generally, reporters will stick to the subject of the press conference, but may go off topic if there are other issues bubbling. You must be prepared for this.



### **Before the event:**

1. Have a clear agenda. What is the story you want to tell?
2. Invite journalists you think will be most interested in what you have to share.
3. Ensure representatives are fully briefed and understand the key messages.
4. Appoint an effective chair for the event – to bring the room to order, introduce the speakers, field questions and bring the event to a close.
5. Think about potential questions that journalists may ask, and the best way to answer.
6. Prepare a press statement to share after the event. Provide supporting documentation/photographs, if necessary.
7. If business cards are an important part of your country's business culture, ensure you have plenty.
8. Book a suitable venue (if required) and arrange refreshments (if required). It's best to hold a press conference in the morning (about 10am) to maximise coverage.
9. Assign a photographer for the event, and record it if possible.
10. Consider the possibility that some media may want separate interviews afterwards.

**At the event:**

- 1. Set up the room – a long table at the front for the representatives and seating in front for the media - with name cards clearly visible to all reporters. Make sure there is enough room for cameras and photographers.
- 2. Ensure representatives are dressed neatly, and appropriately for the context (uniform, Scout polo or office attire).
- 3. Open the floor to questions after your main announcement. Keep track of what is asked, and who asks.
- 4. Wrap up the event on time (45 minutes max).



**After the event:**

- 1. Monitor for media coverage of the event and keep a record.
- 2. Update your media list with any new names/phone numbers and emails.



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