



Press Conference Checklist Template 2026: Media Kits, Spokesperson Briefing & Press Release Distribution Management

Pre-Event Strategy & Planning

Defining the core announcement, setting objectives, establishing the key messaging, and determining the target media list.

Press Conference Objective

Core Message Summary

Target Event Date

Announcement Priority Level

- ☐ Low
- ☐ Medium
- ☐ High
- ☐ Critical/Breaking News

Target Media Verticals

- ☐ Print/Newspaper
- ☐ Broadcast/TV
- ☐ Digital/Online News
- ☐ Trade Publications
- ☐ Social Media Influencers

Draft Strategy Document

 Upload File

Media List & Outreach Management

Identifying key journalists, managing press invites, tracking RSVPs, and scheduling media interviews.

Target Media Outlet Name

Write something...

Lead Journalist Name

Write something...

Contact Email Address

Write something...

Media Tier Priority

- ☐ Tier 1: National/Global
- ☐ Tier 2: Industry Specific
- ☐ Tier 3: Local/Regional

Media Type Interest

- ☐ Print/Magazine
- ☐ Digital/Blog
- ☐ Television/Broadcast
- ☐ Radio/Podcast
- ☐ Social Media Influencer

Invitation Sent Date

Enter date...

RSVP Status

- ☐ Pending
- ☐ Confirmed
- ☐ Declined
- ☐ Tentative

Contact List Master File

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Spokesperson Preparation & Briefing

Developing talking points, conducting media training, preparing FAQ documents, and coordinating subject matter expert availability.

Spokesperson Name

Write something...

Key Talking Points

Write something...

Anticipated Difficult Questions & Prepared Responses

Write something...

Briefing Session Date

Enter date...

Briefing Document/Script

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Media Training Topics Covered

- ☐ Crisis Communication
- ☐ Body Language & Non-verbal Cues
- ☐ Handling Hostile Questions
- ☐ Soundbite Optimization

Spokesperson Approval/Acknowledgment

Press Kit & Media Materials Development

Compiling press releases, high-resolution imagery, fact sheets, digital bios, and managing physical or digital press kit distribution.

Press Release Headline

Write something...

Executive Summary

Write something...

Included Media Assets

- ☐ High-Res Photography
- ☐ Infographics
- ☐ Video B-Roll
- ☐ Company Fact Sheet
- ☐ Founder/Spokesperson Bios

Final Press Release Draft

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Media Embargo Date

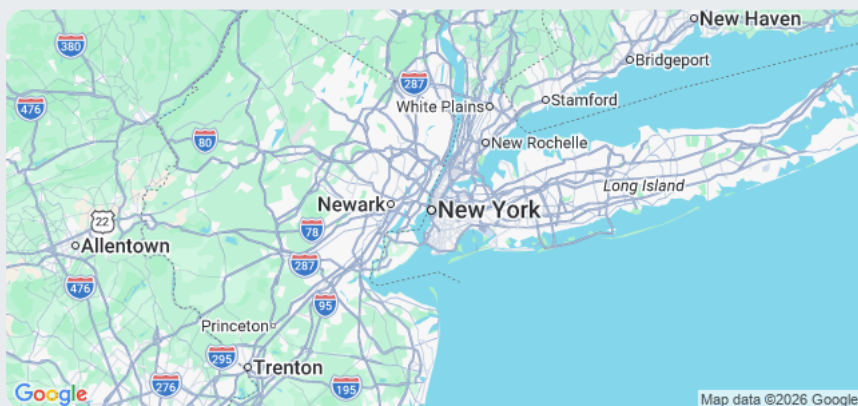
Enter date...

Venue & Technical Logistics

Securing a suitable location, managing AV requirements (microphones, lighting, recording), and arranging seating for media and guests.

Press Conference Venue Address

 Set My Current Location



Event Date

Enter date...

Event Start Time

Enter time...

Required AV Equipment

- ☐ Microphones (Handheld/Lapel)
- ☐ Projector & Screen
- ☐ Podium/Lectern
- ☐ Audio Recording Device
- ☐ Lighting Kit
- ☐ Live Streaming Setup

Technical Setup Instructions

Write something...

Venue Floor Plan

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On-Site Press Room Setup

Organizing Wi-Fi access for journalists, power outlets, media registration desks, and information kiosks.

Wi-Fi Access Status

- ☐ Confirmed and Tested
- ☐ Pending Setup
- ☐ Not Yet Configured

Required Media Amenities

- ☐ Power Strips/Charging Stations
- ☐ Refreshment Station (Water/Coffee)
- ☐ Printed Press Release Copies
- ☐ USB Drives with Digital Assets
- ☐ Media Name Badges

Media Registration Desk Location

Write something...

Media Credential List

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Estimated Number of Journalists Attending

Enter a number...

Event Execution & Live Management

Managing the run-of-show, overseeing the Q&A session moderation, and ensuring seamless transitions between speakers.

Event Date

Enter date...

Event Start Time

Enter time...

Moderator Assigned

- ☐ Internal PR Lead
- ☐ External Agency Representative
- ☐ Executive Spokesperson

Live Session Components

- ☐ Opening Remarks
- ☐ Keynote Presentation
- ☐ Live Q&A Session
- ☐ Product Demonstration
- ☐ Closing Statements

Run-of-Show Detailed Script

Write something...

Final Presentation Deck

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Post-Event Distribution & Follow-up

Distributing the post-event press release, monitoring media coverage, following up with attending journalists, and measuring PR impact.

Press Release Distribution Date

Media Outlets Covered

- ☐ Print/Newspaper
- ☐ Digital News/Blogs
- ☐ Television/Broadcast
- ☐ Radio
- ☐ Social Media/Influencers

Media Coverage Summary

Post-Event Sentiment Analysis

Media Clipping Report

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Total Media Mentions Count

Enter a number...

< Previous

> Next

✔ Finish

🔧 Generate Sample Report