

Organizing a media conference

Use

Organizing a media conference is worthwhile if the public is to be informed about some aspects of the project. Typically, this could concern planned or just finished interventions or the results of research in connection with the project.

This guide provides useful tips about:

- organizing a successful media conference
- attracting a maximum number of journalists
- attracting the highest possible media attention

Organization

1. Determine time, duration and place of the media conference

The best times for a media conference are the following:

- Tuesdays or Wednesdays from 10am – 11am
- just before or after school holidays
- not during parliamentary sessions

Media conferences should be held in central places and be easily accessible by public transport. Choose comfortable surroundings and offer some refreshments.

2. Choosing and inviting speakers

Invite no more than three speakers. Allow a speaking time of maximum 5-10 min. per speaker and make sure that the conference lasts no longer than announced. Ideally invite speakers with a high public profile and if you present an intervention you should invite at least one representative of the target group.

3. Inviting the journalists

The invitation should be clearly structured and contain the following information:

- What is it about?
- When and how long is the media conference?
- Where does it take place? How does one get there?
- Conference schedule (who speaks when about what?)
- Registration form
- Order form for information kit

Best time for sending out the invitations:

- Daily press: wide distribution of invitations two weeks prior to conference, addressed to editorial departments and journalists (if only a few journalists register, remind the editorial desks nearer the time of the conference).
- Periodical publications: invite them two months before the conference date.

4. Compiling an information kit

The information kit must not be too voluminous (one short and one long press text, possibly with some visuals). If you send your press kit out to journalists who are not attending the conference you must put an embargo on it until midday of the conference date. This must be clearly marked on the envelope.

5. Holding a press conference

The way to the conference must be well signposted and refreshments should be available.

If you are the project manager it is best if you present the press conference yourself, i.e. you introduce the speakers and you ensure that the time schedule is observed.

Example of an invitation to a press conference

Inauguration of a new specialized unit Z

Dear Sir/Madam

The specialized units X and Y and the city's authorities are pleased to introduce you to the newly created unit Z.

You are cordially invited to visit the new premises and to attend the opening of this new service.

Tuesday, 5th September, [exact address]

10.00 o'clock	Welcome by the council representative P in the entrance hall of the new unit Z – with refreshments
10.30 o'clock	Introduction of the team and presentation of the planned projects and activities
11.30 o'clock	Guided tour of the premises
12.00 o'clock	End of the media conference

Best regards
Mr/Mrs Q
Specialized unit X

ANSWER FORM FAX NO

Please register by using this form:

- _____ I/we will participate at the media conference:
_____ I/we cannot attend:
_____ Please send press kit

Name/address:-----

Publication/Service:-----

**Unit X, Mr/Mrs Q, full address
Tel. No., Fax No., E-mail**