

# Trade Publication Press Conference Checklist

## Pre-Event Preparation

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Identify target trade publications

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Build media invite list

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Draft and send press invitation

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Confirm speakers and spokesperson availability

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Prepare press kits/materials

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Arrange venue and logistics

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Coordinate technical requirements (AV, livestream, etc.)

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Brief all speakers and moderators

## Day of Event

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Set up registration desk

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Assign staff for media check-in

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Distribute press kits/materials

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Test AV equipment and presentation slides

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Greet media as they arrive

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Facilitate Q&A session

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Collect business cards/contact info from attendees

## Post-Event Follow-Up

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Send thank-you emails to attendees

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Distribute press release/recap to media

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Monitor coverage in trade publications

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☐ Archive event materials and media contacts

☐ Schedule follow-up interviews if requested