

Communications checklist for events

Before the event:

- Prepare a communications plan:
 - What is the communication goal for the activity?
 - Who is your target audience?
 - What communication channels are you going to use to reach them?
 - What message do you want to bring across?
 - Build a news hook (get creative)
 - Plan your story: pull out up to three key messages and prepare some talking points
 - Plan your visuals
 - Who will capture it (photos, videos)?
 - Develop a timeline (what needs to happen when)
 - Agree on roles and responsibilities: Who will do what?
 - social media
 - press contact
 - spokespeople
- Reach out to journalists
 - identify key journalists to reach out to
 - drop your key journalist(s) a quick personal note 1-2 weeks ahead giving them a heads-up
 - send out a media advisory 2-5 days before the event (if applicable)
 - follow up by phone with those you really want to show up
 - consider sharing an embargoed press release with key contacts
- Build up to the event
 - blog
 - social media
- Prepare your communications materials (press release, blog, etc)

During and after the event: Get your message out

- have someone assigned to handle press on site
 - take a few hard copies of your press release along
 - speak to journalists that attend and collect their contact details (if you don't have them already)
- send out your press release
 - make photos available
- follow up with key contacts
- make use of Twitter and Facebook (live)
 - share photos
- post a blog