

[Insert Press Event Name]

- I. **Introduction:** [Insert Media Point Person Name]
 - a. Welcome media
 - b. Introduce participants (including spelling their names)
 - c. Provide an overview of the press conference

- II. **Spokesperson I [insert name]:**
 - a. Speak about [insert topic and key points and messages].

- III. **Spokesperson II [insert name]:**
 - a. Speak about [insert topic and key points and messages].

- IV. **Spokesperson III [insert name]:**
 - a. Speak about [insert topic and key points and messages].

- V. **Question and Answer:** [Insert Media Point Person Name]
 - a. Introduce question and answer session
 - b. Set a time limit (5-10 minutes or simply “we have a few minutes for questions”).
 - c. State “time for one last question.” (When the time has expired and/or if the questions are starting to become less relevant)

- VI. **Conclude:** [Insert Media Point Person Name]
 - a. Thank the media
 - b. Announce any follow up items (e.g. the next briefing time)