Media Event Planning Checklist

If you are hosting an event and intend to invite media or believe media may attend as it is a public event, we recommend you contact the UBC Media Relations team to discuss the event in advance. The following information outlines points you should consider.

Contact media.relations@ubc.ca or 604.822.6397

Outreach
☐ Develop a media outreach plan (including some of points below).
☐ Send invitations to media outlining the what, when, where, why, include RSVP contact and date, and directions and parking information.
☐ Send out a reminder on the morning of the event. When media RSVP, ensure they have a meeting point and a contact person.
☐ Follow-up with assets during or immediately post-event (news release, photography, video via file sharing service).
☐ Consider if you need to give a heads-up to other internal or external stakeholders: Internal Communications, Government Relations, Community Engagement, faculty or unit communicators, Ministry (contact the University Affairs team in Media Relations if you need guidance here).

Wayfinding and parking
☐ Determine where the nearest parking is and send media a UBC Wayfinding link or Google Map link.
☐ Determine whether you need to allocate VIP/media parking and if so, request from UBC Parking Access Parking Services (604.822.6786 or parking.support@ubc.ca).
☐ Assign staff member to assist with directing media and attendees at the entry of the venue.
☐ Request wayfinding signage from the venue coordinator.

Event space
☐ Provide a table for members of media to sign in and receive lanyards indicating they are members of the media.
☐ Assign seats or an area for members of the media. Allow enough space for cameras.
☐ Dedicate a quiet area for interviews with media if possible for specific requests.
☐ Determine areas where media can roam/access and areas that are out of bounds to avoid confusion.
☐ Provide appropriate signage.

Media sign-in table
☐ Coordinate signage (tabletop sign available from Media Relations; two UBC banners available from Brand & Marketing).
☐ Provide badges/lanyards for media (available from Media Relations) and a return drop-box for lanyards.
☐ Assign 1 or 2 staff members at the media sign-in table.
☐ Take clipboards and sheets of paper / RSVP list.

Assets
☐ Determine how you will share informational and visual assets with media and stakeholders (printouts of advisory and/or backgrounder; USBs with video/images/documents; digital links to assets shared by email or social media).
☐ Include UBC contact with email and cell number in all assets.

Video & photography
☐ Determine the need for a photographer and/or videographer to record the event. Brief photographer, videographer including desired shots and timings. Ensure credit attribution is clear.
☐ Ask venue coordinator if permission to film is required.
☐ If venue allows it, consider hanging posters to inform attendees of videography/photography/media’s presence, assuming consent.
☐ Dedicate an area for people not wanting to be on camera.

Social media & digital support
☐ Determine social media needs prior to, during and after the event and staff accordingly.
☐ Determine if a live webcast is needed.
☐ Determine appropriate handles and hashtags if applicable, for social media posts.

Audio visual
☐ In your audio-visual setup, consider renting a media feed box to enhance the audio recording for media. Contact UBC IT AV or external vendor for equipment rental (N.B. Preferred vendor = Focus AV).