

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).

