Press Briefings

This quick reference guide will give readers a brief overview of the things to remember when preparing for, and participating in, a Press Briefing. This is designed to be read alongside the general interview and understanding the media guidance sheets.

Press briefings are designed to present a message to a variety of different media in one go.

Prepare lines and stick to them.

There will sometimes be a panel of interviewees from different organisations of which you will be one.

Remember your key message.

There are likely to be print media, as well as TV and radio media in the audience.

Be aware of your body language.

Consider discussing the lines you are going to take with partner organisations who are also on the panel.

Be open, and try to look relaxed, even if you do not feel relaxed.

Wear smart clothing, which will give you authority, but dress appropriately for your audience.

Be clear and concise in what you say.

Know your audience – who will be in the audience? What types of media?

Why are they asking you to say it? What is the story? Remember you are the authority

What are you going to say?

Where will it take place?

Who are you saying it to? Tailor your language to the audience

When do they want it?

Give yourself time to prepare