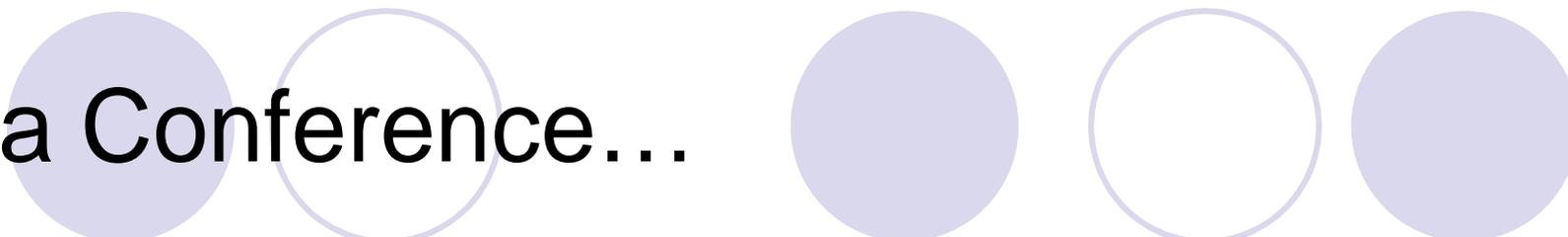




Pra Conference & Conference

Oleh
Ahmad Riza Faizal S.Sos. IMDLL.

Pra Conference...



- Penyusunan pra conference dapat disesuaikan dengan sifat dari conference apakah mass conference atau small conference
- Untuk small conference, persiapan yang diperlukan lebih diarahkan pada persiapan material yang akan dibutuhkan pada pelaksanaan conference
- Untuk mass conference, persiapan lebih diarahkan pada koordinasi dan komunikasi antar bagian perusahaan yang berkaitan dengan pelaksanaan conference
- Kata kunci dalam tahap perencanaan ini adalah efektifitas dan efisiensi kerja

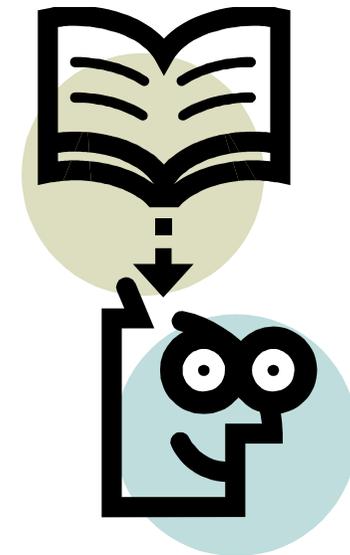
Tips-tips Pra conference.....



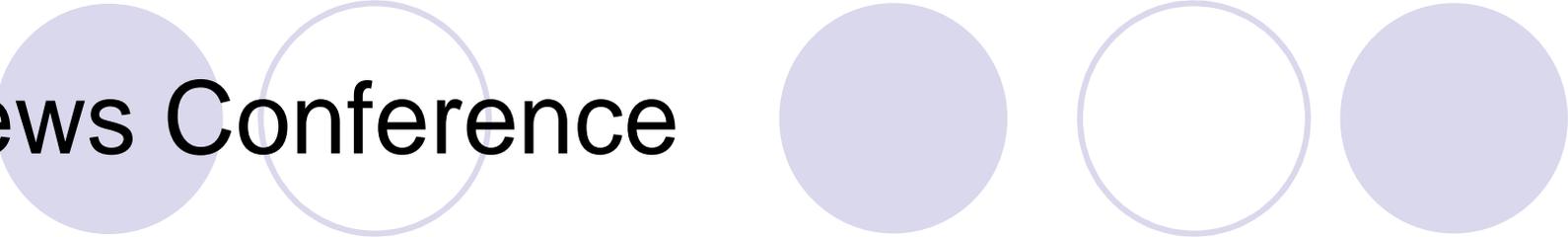
- **Build a comprehensive event design and time line**
- **Consider the dates and size of the meeting**
- **Check for conflicting events**
- **Appoint an organising committee and/or Professional**
- **Include: Finance, Programme, Promotion & Publications, Registration**
- **Consider the programme structure and theme**
- **Select appropriate venue(s)**
- **Negotiate and reserve accommodation**
- **Prepare the budget**
- **Prepare a Sponsorship Guide and approach possible sponsors (if appropriate)**

The Tools...

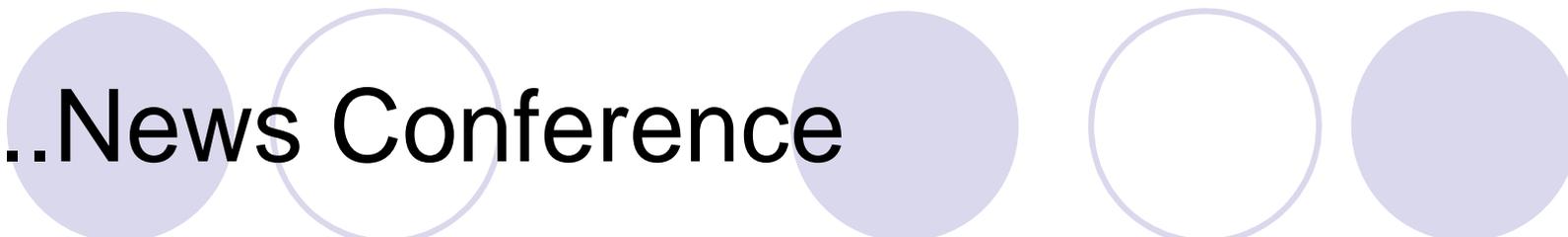
- Tabel Kegiatan (*run down*)
- Schedule (Time Line)
- Programme Booklets, including registration and financial administration
- Speaker materials & stationary
- Website
- Other consider checklists



News Conference



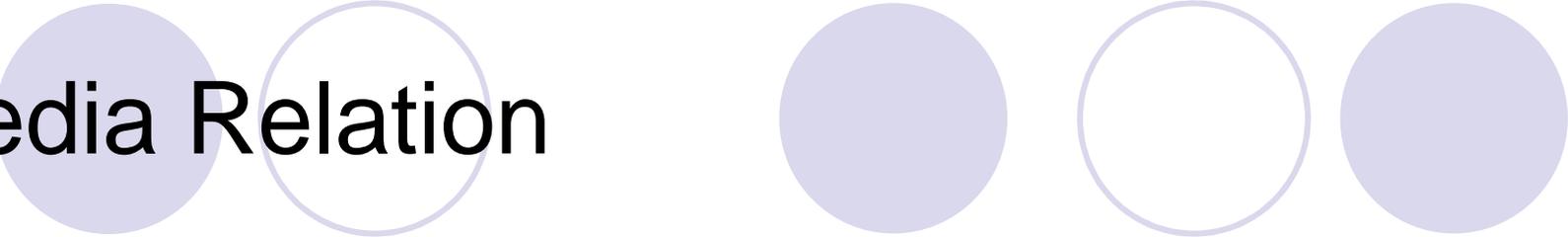
- Can be understood as media briefing, this is when your office plans to make an announcement of public interest to the media.
- Reserve a room large enough to accommodate those invited. The meeting area must contain electrical outlets and space for television crews.
- Have tables, chairs, lectern, pencils, and paper.
- Arrange to have microphone and loudspeaker.
- Have water and glasses for speakers.
- Arrange for parking.
- Alert the media by phone or e-mail no less than the day before.
- Invite public officials and VIP's who have an interest.
- Brief participants about format and possible questions.



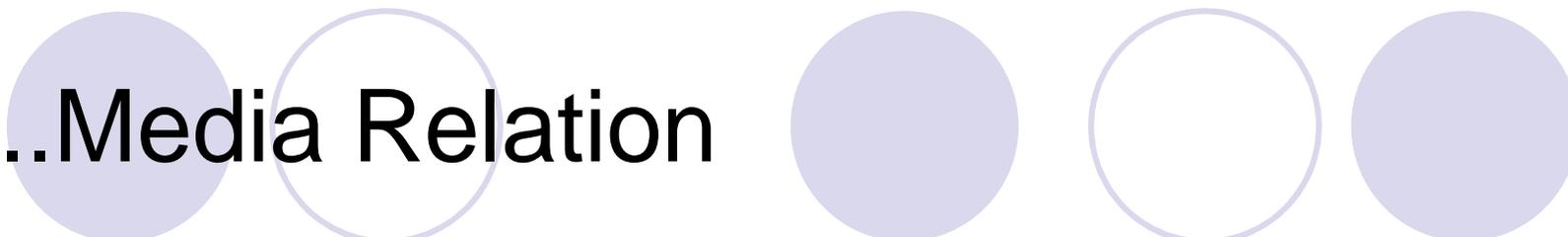
.....News Conference

- Make up a press kit, which may include:
 - news releases
 - biographical data on speakers
 - photos
 - copies of speeches
- Use the Sponsorship sign/banner.
- Look for visuals for television.
- Post signs directing news media to the conference site.
- Notify telephone receptionists and other appropriate people.
- Arrange to have someone meet the media.
- Take notes in case reporters call later about the content.
- Help get things going, if needed, by asking the first question.
- Distribute news releases, speeches, etc. to selected media outlets who did not send representatives to the conference.

Media Relation



- Return calls. Reporters are always writing on a deadline. Delays could mean that your side of the story may not be told.
- Know who you are talking to. Ask the reporter who he or she represents and the nature of the story.
- Be prepared. Review the topic and have notes.
- Know your message. Predetermine your main points and stick to them.
- Put in context. Briefly provide any relevant background or anecdotes that explain the problem or situation.
- Use everyday language. Avoid jargon or specialized technical terms.



.....Media Relation

- Slow down. Speak clearly and concisely. Encourage questions for clarification.
- Don't speculate. If you don't know an answer to a question, don't guess. Offer to get the answer later if you can, or refer to someone who can answer it.
- Be honest. Never lie or stretch the truth.
- You're always on the record. There's no legal obligation for a reporter to keep anything off the record. Never say, "no comment."
- Be available. Offer to answer follow up questions or help clarify problems that might develop as the story is being written and edited.
- Be realistic. Be aware a reporter's job is to get news, not necessarily to make Purdue Extension or you look good.