
Level 3 Certificate in Public Relations

Media Events

- Frequent uncertainty over different types of media event
- Press conference versus press reception
- Open day versus facility visit

Press Conference

- A formal event
- Usually arranged at short notice
- For the release of hard news
- Held at the organisation's headquarters or a hired room
- Attended by news journalists only

Press Conference

- No refreshments provided
- No advance invitations issued
- Short duration - may last a matter of minutes
- Journalists to ask questions

Press Reception

- A well planned social event for the media
- By invitation only for selected media guests
- Planned well in advance
- Accompanied by lavish hospitality

Press Reception

- Often used to introduce a new product onto the market
- To release soft news
- An opportunity for the media to mix with and meet senior management

- Invitation to the media and maybe to opinion leaders or dignitaries **ONLY** – other publics **NOT** invited
- An opportunity to visit an organisation's premises to see for themselves the organisation in operation
- Invitation only

- Planned many months in advance
- Symbolised by hospitality, free transport and sometimes overnight accommodation
- An event that will usually occupy a full day

- An invitation for the local community to come and visit the organisation's facilities for social reasons
- May involve a tour of the production facilities
- Various types of entertainment provided
- No invitations issued

Open Day

- Advertised in the media
- No hospitality provided
- Media NOT invited but may attend
- Many of the organisation's staff may act as hosts