### TSC Category
Public Relations

### TSC
Press Conferences Management

### TSC Description
Manage and evaluate communication processes with media to promote organisation morale and public profile

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<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
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<tbody>
<tr>
<td>Schedule press conferences at appropriate times in line with media and logistical requirements and maintain accurate records of media enquiries and interviews</td>
<td>Manage and evaluate operational responsibilities and provision of information via a two-way communication process between organisation and media</td>
<td>Promote work and achievements of organisation during events to assist in maintaining staff morale and public profile of organisation</td>
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### Knowledge
- Key tasks of press conference management, including logistics, catering, marketing and presentation
- Stages of conference management including developing concept, planning and designing, executing, monitoring and control
- Marketing strategies
- Brand management strategies
- Objectives of press conferences
- Different types of press conferences based on their purposes and objectives
- Aspects of press conference including creative design, audio-visual production, speech writing, logistics, budgeting, negotiation, client services and management of third-party suppliers

### Abilities
- Write press releases and news reports
- Distribute press releases
- Identify topics that are relevant to the audience and develop a schedule for key activities or sections of communication
- Select and brief presenters, and provide them with a schedule
- Coordinate the logistics activities and setup of press conferences such as conference centres, hotels, catering firms,
- Determine the purposes of press conferences
- Proof-read content for press conferences and news reports
- Plan press conferences systematically for relationship building and, other defined objectives
- Manage press conferences to ensure that the objectives are met in a cost effective manner
- Manage operational and administrative functions to ensure specific projects
- Define objectives of press conferences based on marketing strategies and brand management strategies
- Define press conference effectiveness evaluation measures
- Define press conference objectives in alignment with organisation's brand and marketing strategies
- Communicate announcements on activities such as new product launches and joint partnerships
| Audio-visual specialists and set builders | are delivered efficiently:  
- Monitor and manage the logistics activities and setup of press conferences | Outline the details and mechanics of press conferences:  
- Identify performance metrics to evaluate the effectiveness of press conferences management  
- Keep up-to-date with market trends or events to coincide or avoid scheduling press conferences that might impact the intended objectives or messages |