



HOW TO PLAN AND HOST  
**VIRTUAL PRESS**  
**CONFERENCES**

**FOR ORGANISATIONS AND PR PROFESSIONALS**

# Lets Get Started



## *COVID-19 and the disruption of physical events*

The world has changed forever. Before Covid-19 (BC), many experts wrote about the importance of physical interaction and human connection to business success. Many books have been written on the art of business handshakes and how to work a room for networking purposes.

Yet, 2020 is the year that has brought a screeching halt to how businesses can physically relate with internal and external stakeholders. Due to COVID-19, people are now strongly discouraged from attending large gatherings, handshakes and even prescribed distance from person A to B.

As public relations professionals and in-house corporate communications managers, this change has perhaps affected how we carry out functions the most. From hosting press conferences to unveiling new products – the very substance of our work is directly threatened by the necessary directives.

Yet, we must adapt to this new reality as many other industries have done. To what extent can public relations digitise its service provision to organisations and clients? At Mosron Communications, we continue to explore the possibilities digitising erstwhile congregation-focused activities – like the press conference.



Business Continues

# How to Communicate with the Press

As COVID-19 spread like bush fire across nations of the world, many countries closed down their economies, restricting movement and banning large gatherings. While many organisations could not continue full scale operations, a good handful were able to transition to partial or full remote operations.

So, businesses continued to provide services to their clients; they made significant investments to support their governments to soften the impact of the pandemic on the general public. Some organisations pivoted to provide services and products whose demand has increased due to the pandemic. All these activities mean that public relations professionals also have to be at the top of their game, ensuring that their organisation's stories are appropriately reported and presented to the public.

Press conferences, typically organised by in-house communications team or public relations consulting firms like Mosron Communications, are media events where organizations invite journalists to hear them speak about a specific topic, address a topical issue and answer press questions as pertains to said topic or issue.

Since gatherings are now banned, many PR professionals now have the extra task of reaching out to individual journalists to set up interview sessions for their principals. The organisation spends more time and resources doing this, when a more cost-effective alternative is available: the Virtual Press Conference.



*Get In!*

# The Virtual Press Conference



The Virtual Press Conference is a typical press conference delivered via digitally enabled platforms like social media apps, and other teleconferencing apps.

With a virtual press conference, an organisation can address national or multinational press representatives, ensuring that publications are synchronized and the position of the organisation is clearly spelt out. This virtual event is even more critical now when many organisations have to deal with one form of crises or the other.

Please click here to download our [FREE VIRTUAL PRESS CONFERENCE EVENT CHECKLIST](#)

To have a truly successful Virtual Press Event, it is important to infuse as much physical human element as possible.

Plan to send out company souvenirs, care packs, and complete media kit as would normally be done in a press conference. Mosron Communications [recently hosted a virtual press conference](#) for its clients and engaged [a food vendor who provided excellent support](#) during our event.

Remember, not choose an event moderator on the basis of the person's role within the organisation. Just as you would engage a proper compere if this were a physical event, make sure to engage a [Virtual Event Moderator](#) so that the press conference is conducted in the most professional manner possible.

At the start of the Virtual Press Conference, ensure that the Virtual Event Moderator introduces members of the client/organisation's panel, as well as the journalists who have joined the call.





## Your Virtual Event Moderator will be responsible for the following:

After you've done the pre-meeting work of securing your meeting space, it's time to host your meeting. Hopefully, the pre-meeting steps eliminated hackers. There are still several ways you can control your session to keep unwanted participants out.



- **Share housekeeping rules** - when journalists are to ask questions, use of private chat messaging on the app or 'raise hand' function, depending on the teleconferencing app being used
- Identify which panelist is to answer which question from each journalist
- Prompt the event host (usually the IT specialist) or an assistant when a slide is to be shown or a video is to be played
- Invite each panelist to speak with the appropriate introduction
- Close the event



# About Mosron Communications

[Mosron Communications](#) is a full service public relations and corporate communications consultancy practice in Lagos, Nigeria. We provide bespoke services to business to business organizations across different sectors of the economy. Our niche service areas include corporate communications, stakeholder management, media relations and reputation management.

We are specially equipped to serve medium and large sized organisations as well as multinational brands looking to gain entry into the Nigerian market. Over the years, Mosron Communications has confronted business challenges with innovative strategies and result-driven implementation tactics that delivered the desired impact.

Ours is a story of deep-rooted growth, evidenced by our strong network both in public and private sector circles and in the diversity of clients we have served.

Download our **company profile** here

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