

Media Appearance Planning Template

Date: [Insert Date]

To: [Insert Recipient Name]

From: [Insert Your Name]

Subject: Planning for Upcoming Live Event Participation

Event Details

- **Event Name:** [Insert Event Name]
- **Date and Time:** [Insert Date and Time]
- **Location:** [Insert Venue/Location]
- **Target Audience:** [Insert Audience Description]

Media Participation Goals

1. [Goal 1]
2. [Goal 2]
3. [Goal 3]

Key Messages

[Insert Key Messages You Want to Convey During the Event]

Media Opportunities

- [Opportunity 1]
- [Opportunity 2]
- [Opportunity 3]

Preparation Checklist

1. [Task 1 - e.g., Create Talking Points]
2. [Task 2 - e.g., Coordinate with the Event Organizer]
3. [Task 3 - e.g., Confirm Media Equipment Needs]

Follow-Up Actions

After the event, we will ensure to:

- [Follow-Up Action 1]
- [Follow-Up Action 2]
- [Follow-Up Action 3]

Looking forward to your input on this media appearance planning.

Best Regards,

[Your Name]

[Your Contact Information]