

Media/press briefing

July 20, 2026

8:00 AM – 9:00 AM Media Check-in

Main Lobby

Journalists arrive and receive their press credentials and event kits. Security verification is conducted at the main entrance.

9:00 AM – 9:30 AM Coffee and Networking

Press Lounge

Media representatives gather for light refreshments before the briefing begins. This allows for casual interaction between attendees.

9:30 AM – 10:15 AM Key Message Delivery

Briefing Room A

The communications director presents the core organizational updates and strategic goals. Visual aids are utilized to highlight critical data points.

10:15 AM – 10:45 AM Speaker Lineup Presentation

Briefing Room A

The panel of industry experts is introduced to the press. Each speaker provides a brief overview of their specific expertise area.

10:45 AM – 11:30 AM Q and A Session

Briefing Room A

The floor is opened for questions from the media to the panel. Moderators ensure all outlets have an opportunity to inquire.

11:45 AM – 1:00 PM One-on-One Interviews

Breakout Suites

Pre-scheduled individual interviews occur in designated breakout rooms. This allows for deeper dives into specific news angles.

1:00 PM – 2:00 PM Working Lunch

Dining Hall

A catered lunch is provided for journalists and staff. Informal discussions continue in a relaxed setting.

2:00 PM – 2:30 PM Final Photo Opportunity

Main Stage

A group photo session is held for all speakers and media representatives. This concludes the formal visual documentation of the event.