

St. Paul Soccer Stadium Announcement Press Conference

Friday, October 23rd, 2015

(1:00 – 2:00 PM)

Midpointe Event Center – Sterling Hall
415 Pascal Street North, Saint Paul, MN 55104

RUN OF SHOW

TIME	ACTION
10 AM	Press Advisory Sent
11 AM	Staff Arrive To Midpointe For Set Up & Sound Check
12:30 PM	Event Doors Open <ul style="list-style-type: none">• (Holding Suite) Mayor Coleman, Dr. McGuire, CM Dai Thao, Rep. Rena Moran• 30 Dark Cloud Fan with staff from Team• Stage background guests• VIP non-stage guests• Press
12:56 PM	Stage Line Up Team Website Goes Live; Live Stream Begins Mayor's FB & Twitter Posts; Newsflash On Stpaul.Gov
1 PM	News Release Sent Press Conference Begins
1:02 PM	Remarks From Mayor Chris Coleman
1:08 PM	Remarks From Dr. Bill McGuire, MN United Owner
1:14 PM	Remarks From Councilmember Dai Thao
1:16 PM	Remarks From Representative Rena Moran
1:18 PM	Final Media Q&A (Mayor Coleman to MC and direct questions as appropriate)
1:30 PM	Press Conference Concludes Clean Up & Leave

Visual Aids?

- City Seal, Liz
- Team scarves, MN United

Room Setup: (Midpointe Event Center, Sterling Hall)

- Podium with City seal and microphones set up in "stage" area for speakers and background guests.
- 30 chairs in 3 rows in center for media
- Hospitality water in corner by entry

STERLING HALL ROOM MAP

