



MEDIA TRAINING

The challenge for most organisations is to make the most of opportunities for positive media coverage at local and national levels, while delivering clear and consistent messages.

Our professional media advice and training is educational as well as practical. This workshop explains the nature of the media and offers practical advice on developing key messages, preparing for interviews, answering questions, managing the media and delivering media interviews.

The initial part of the workshop deals with developing presentation skills and understanding the media. The next stage focuses on procedures to be followed while preparing for media interviews and other media engagements. The final stage is an intensive practical session where interviews are conducted by a professional presenter, filmed by a camera crew in a television studio and then assessed by the presenter.

You will develop a sound understanding of the principles involved in dealing with the media, participating in media interviews and transmitting the messages that you want to send out on behalf of your organisation.

This workshop will assist you to maximise every media opportunity and effectively communicate with a wide audience.

OVERVIEW:

- < Presentation skills
- < Media culture
- < Dealing with the media
- < Preparing for media interviews
- < 2 rounds of media interviews conducted with professional journalist and live camera crew

OUTCOMES:

- < Presentation skills training enabling more confident presenters
- < Understanding of how the media operates, motivations and procedures for dealing with journalists
- < Following media policy and procedures when dealing with journalists
- < Process of developing key messages for media interviews
- < Media interview process and desired outcomes
- < Managing the media in different situations
- < Confidence in dealing with journalists and participating in media interviews.

CONDUCTED: At a working television studio

ATTENDEES: Up to 7 participants

TIME: 6.5 hours

INVESTMENT: \$6,000 + GST