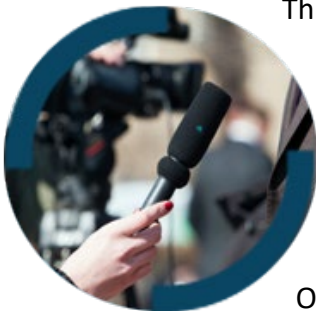


TRUSTMAKERS' Spokesperson Training 1: ***Media and Communications Training***

This course will help you meet your obligations and accountabilities without resorting to evasiveness and spin. It will help you be clear, authentic, and trusted when communicating with the news media and other public audiences.

Overview

Be your authentic best in front of the camera or under the spotlight



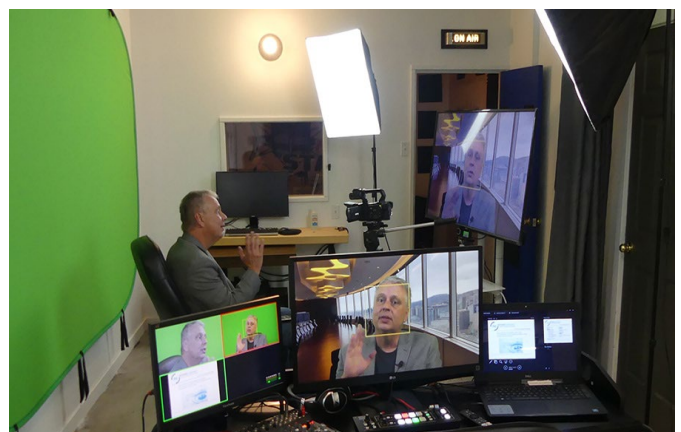
This course focuses on practical advice and one-on-one exercises built around the actual issues your organization faces every day. It will change the way you communicate in the media and in front of every audience you need to reach.

Our media training courses are based on our definition of an effective spokesperson: Using plain language - you deliver your messages - while directly addressing the question.

Our sessions focus on what actually matters to the success of your exchange. We don't subscribe to the "performance coaching" model. Rather, we help you be comfortable and effective without feeling like you must be something you're not or "put on a show".

The content typically encompasses:

- what news is and what reporters look for;
- the role of the spokesperson (incl. "the rules of the road");
- the need to use plain language, especially with complex or technical subjects;
- the elements of a message, and how to prepare and deliver them effectively without sacrificing authenticity and accuracy;
- remaining calm, relaxed and credible;
- dealing with critical or sensitive issues;
- preparing for an interview and anticipating the questions;
- dealing with muddled or difficult questions;
- and handling aggressive interviewers.



The live videoconference component is conducted out of our studio in Ottawa. The sessions are interactive, engaging, and professionally produced.

Who should take this training?

Executives, subject matter experts, and communicators who represent your organization, or support someone else, when dealing with the media or other public audiences. It can benefit anyone, even those who don't deal directly with the news media. It is especially useful for people who must communicate complicated information to non-expert external and internal audiences.

Why take the training?

This course will help you be a better communicator. You'll be better able to explain complicated information to non-expert audiences, including the news media. It will help you get your ideas across and be open and responsive while staying within your restrictions.

What to expect

A. Pre-course information

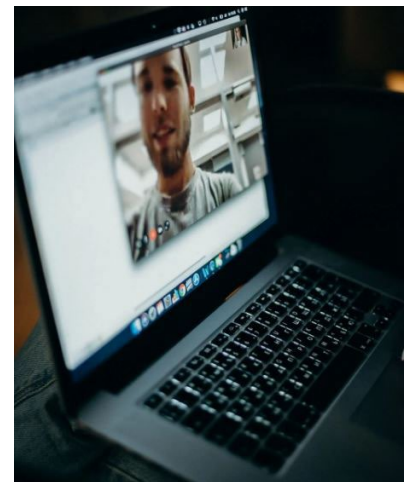
You will be sent a brief form to fill out that asks about your previous experience and to identify a subject for your practice interviews during the session.

B. eLearning modules

In advance of the session, there are four short eLearning modules to complete. These modules consist of videos, downloads, and automated quizzes that take a combined total of 45 minutes or less to complete.

C. Live training session

During the live training session, you will workshop messages and participate in two recorded practice interviews that will be reviewed and constructively critiqued. These are not stressful "gotcha" interviews. You will be asked straightforward questions about your subject that help you practice the techniques and approaches learned during the course. The live session is between 3.5 and 4 hours in duration.



We are booking sessions now



Contact

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See [TRUSTMAKERS.ca](https://www.trustmakers.ca) for more information about all our communications training programs.

ABOUT US



TRUSTMAKERS™, a division of Rutherford McKay Associates, is one of Canada's most recognized communications and media relations training companies.

Founded in 2000, we continue to provide courses to thousands of participants in all sectors and all parts of Canada, and in the U.S. From Iqaluit and Yellowknife to NORAD headquarters in Colorado Springs, from Victoria to St. John's, from Ottawa to Washington, D.C., we are a trusted partner of those wishing to communicate clearly and authentically.