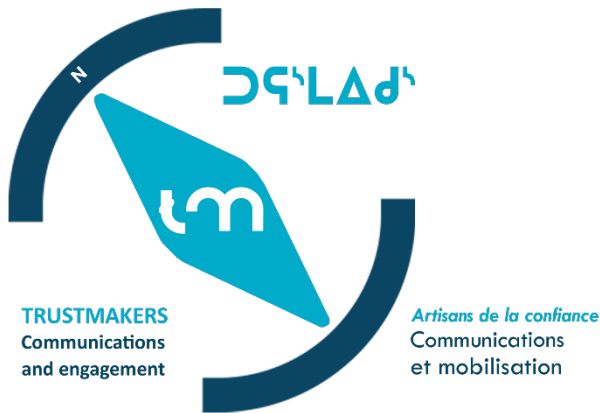
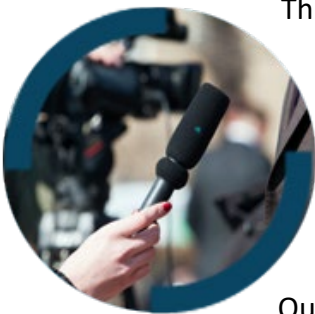




Media / Communications Training

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.

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:

- remaining calm, relaxed and credible;
- 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;
- non-verbal communication and its relative importance;
- dealing with critical or sensitive issues;
- preparing for an interview and anticipating the questions;
- dealing with muddled or difficult questions;
- and handling aggressive interviewers.

