

## Media training:

### *become an effective media ambassador for your company*

This practical course gives you all the key lessons of media training and also the opportunity to practice those techniques online or face to face. The course will give participants the opportunity to participate in two or three types of simulated interviews (selected based on organisational priorities):

- 1. Promotional, i.e. talking about a new product or service
- 2. Issues-based i.e. acting as an authority on a sectoral issue
- 3. Crisis, i.e. when the organisation is facing a difficult situation that gets media attention

The workshop will enable participants to become powerful advocates for their organisations when carrying out any type of media interview, proactive or reactive. It will also help delegates to develop the skills and confidence to deal with major crisis interviews.