



## Media Training *workshop*

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The Media Training Workshop program recognizes the ever-changing world of media relations and digital communications and gives participants current event examples and methodology around dealing with the media in nanoseconds. Special attention is placed on citizen journalism and “fake news” to prepare spokespersons for meaningful media engagement and brand building.

**PROGRAM TYPE**  
Full-Day Program

**PROGRAM CODE**  
MTW

**NUMBER OF PARTICIPANTS**  
4-8-12

**SESSION LENGTH**  
1 full day from 8:00am to 4:30pm

“If I was down to my last dollar I  
would spend it on public relations’

**BILL GATES**

## THE BENEFITS

- Any person in the organization authorized to speak to the media in a formal setting must learn the basic rules of the road.
- Multiple media formats are role played, and meaningful, real-time feedback is shared by our world-class team of former journalists.
- Myths are dispelled and methodology is shared to ensure correct quotes and to help participants succeed in the current, unyielding news cycle.
- Professional, on-site videographers record all coaching and on-camera exercises.
- Participants leave with a personalized USB of their work and coaching experience.

## THE CASE FOR TRAINING

- Everyone is watching and everyone (potentially) is a journalist. As traditional media coverage is ever-changing, employees require awareness around brand protection and dexterity around media engagement – even when the engagement is unplanned or unauthorized (aka citizen journalism).
- Professionals must practice and hone skills with outside-the-corporation coaches to prepare for the actual media encounter. Candid coaching is imperative for growth.
- Media engagement and management is necessary to engage customers and stakeholders, share scientific breakthroughs and community outreach, enhance shareholder value, and manage the corporation's image.
- Media engagement (or lack thereof) impacts license to operate, especially in times of conflict (socioeconomic and environmental, for example).
- Your stakeholders – competitors, partners, NGOs, employees, and host governments – are engaged in the “conversation.” Engagement is necessary to manage and frame the conversation and demonstrate leadership, partnership, and community care.

## ABOUT THE WORKSHOP

### THE MEDIA TRAINING WORKSHOP PROGRAM COVERS THE FOLLOWING:

- Identifying your professional brand... and living up to it
- Effectively delivering messages in the digital age
- Speaking in sound bites
- Creating audience-centric messages that will stick
- Making technical messages meaningful to the mainstream
- Crafting and repeating the BIG IDEA
- Sharing the messages with illustrations and examples
- Speaking THROUGH the media filter to key audience targets
- Avoiding media traps and negative language/premises
- Putting a human face and personal touch on your corporate image

### DURING THIS FULL-DAY PROGRAM, YOUR TEAM...

- Gets immediate, hands-on feedback (through video playback) for real-time growth
- Is coached by former journalists for a variety of media formats and outlets (traditional and social)
- Is recorded by professional videographers during simulations for video playback and enhanced learning
- Is guided through a variety of media interview formats to experience the differences and learn respective strengths and weaknesses
- Is encouraged to log feedback, observations, and experiences in their workbooks for continued growth and collaboration with their teams
- Gets tangible, time-tested tools (worksheets and planners) to use for future message development and media engagement
- Receives a finalized USB (upon the program conclusion) of on-camera experiences and coaching
- Learns how to coach and support their colleagues for continued development