

## THE COMMUNICATING FOR INFLUENCE TRAINING WORKSHOPS©

A series of training modules designed to help executives and professionals develop confidence and ease in public speaking, managing difficult conversations, and presentation scenarios effectively.

### MODULE 3

#### Communicating with Media:

#### A One-Day Immersion Workshop for Executives and Level 1 Leaders

**Module 3** of the '*Communicating for Influence*' Workshop Series, is the '*Communicating with Media: The 30° Challenge*' is designed to help executives prepare for and manage the media. This workshop will help persons in leadership positions prepare for, and get their story told through better engagement of media professionals.

- Train with Senior Consultants with extensive global experience with blue-chip companies at the leadership level in the area of external & stakeholder relations, communications, journalism and public relations across a number of industries including Energy, Transport & Tourism, Marketing, Manufacturing, Telecommunications, Education & Training, Construction, Banking and Insurance, Public Service and International Agencies

#### Learning objectives

Training is designed to help participants:-

- ✓ understand the role of the media
- ✓ interpret media cues
- ✓ anticipate and adequately prepare for questions
- ✓ sharpen skills to communicate effectively in crisis situations
- ✓ manage hostile or difficult interviews
- ✓ develop ease and comfort with the media
- ✓ master soundbites and stay on message

#### Course Framework

##### 1. Understanding the Media

- Brief introduction and oversight into the importance of media as an advocate or force to be managed in building brands and protecting reputation
- The making of news and the news makers – the pressure for headlines and deadlines
- Staying focused - Interview guidelines and tips for getting your message heard
- The local media – insights into cultural nuances and media cues

##### 2. Managing the Message

- Use traditional and social media purposefully.
- Bridge or Bust – How keeping the loop on your message ensures that you get your story told your way
- The soundbite – keeping it clear and simple. Get it said in 30 seconds. - say it best in 5!

##### 3. Scenario Planning

- Practical interview sessions using panels, live or remote reporters in a realistic broadcast setting
- On-camera interviews and reviews as a coaching tool – 2 successive filmed sessions with on-screen reviews.
- Preparing messages for live interviews for various media – Print/Radio/TV and press conferences
- Press Perfect Releases/Headlines– how to get your message published. More is less.
- Finding your voice –tone, text and texture. Short lessons on voicing

##### 4. Interview techniques in crisis scenarios

- Timing communications – the importance of recognizing all audiences including staff and shareholders
- Developing the holding statement and key messages – consistency is key
- Media Relationships - the importance of being accessible to media
- The Press Conference – Staging media engagement that puts you in control. Presentation Skills

#### Who should attend?

- Organisational or Section Heads, Team Leaders and Supervisors, Communications and public relations professionals, Persons designated as company spokespersons.

#### Course delivery

- An intensive one-day course – 8.30 am to 4.30 pm (this includes a working lunch)
- The course caters for 10 persons - a maximum of 14 to allow for a more in-depth and interactive class environment
- Original and relevant business and crisis scenarios and content for real time application and learnings
- Video as a teaching tool to enhance communication effectiveness
- Voice and presentation techniques delivered real time by a professional coach.

#### Instruction method and tools

- Tutor –led inputs and seminars. Simulations and independent learning tasks. Individual input (reflection and introspection). Original Case Studies that are industry relevant. Real time posture and voice-training. Studio setting. Video-based analysis: Live video and playback analysis. Training materials and/or handouts and peripherals