

## **1½ Day Workshop on: Media Interviewing Skills**

### **Outline:**

- **Understanding your organisation**
  - Vision and values
  - Image and reputation
  - Brand values and brand promises
  
- **Branding: Some definitions**
  - What are brands and Brand Identity?
  - What makes a brand successful?
  - How do you influence these perceptions?
  - What is a brand promise and how does this apply to .....?
  
- **The role of the Media and of news**
  - How the media see and define news
  - What YOU want form the media
  - Your role in interacting with the media
  
- **Presenting yourself to the media**
  - Appearance
  - Eyes
  - Expression
  - Stance
  - The Hands
  - Your Voice
  
- **Some general guidelines on talking to the media**
  
- **Preparing to speak to the media**
  
- **Typical approaches by interviewers**
  - Hostile media
  - The machine gunner
  - The paraphraser:
  - The unprepared interviewer

- The interrupter
- **Question Traps**
- **Handling pressure and anger**
- **Practical interviews on camera with interviewer: 3 – 5 minutes**
- **Feedback to individuals and group**

**Target Group:**

- Company spokespeople
- Senior Management and Directors
- PR or Communication Practitioners
- Media Relations Practitioners
- Professional Sportspeople
- Event Managers
- Anyone exposed to interviews by the media

**Facilitator:** Peter van der Schyff

**Certification:** After attending the workshop, learners will receive a certificate of attendance

**Please note** : Admission conditions and cancellation policy applies.