

# Media Training for Senior Managers

2 hours **BGMS**

## DESIGNED FOR

Designed for heads of departments and business units, other staff at senior management level who are regularly called upon to give press and media interviews.

## LEARNING OUTCOMES

By the end of this course participants will be able to:

- Present complex information in language suitable for radio or television.
- Be concise and persuasive.
- Prepare for difficult interview situations.
- Pay particular attention to the clear presentation of ideas, the importance of avoiding jargon, and the need to tailor information to the time available.
- Understand the different approaches used by journalists and through personal experience they will see the importance of on-camera body language during broadcast interviews.

## TOPICS COVERED

The course begins with an overview of the principal points to be developed in the training session, followed by an explanation of the techniques for preparation and participation in television and radio interviews. Practical work encompasses up to four specific types of situation, selected from the following as appropriate for the individual:

- Face-to-face interview.
- Distance interview with the trainee alone in the studio unable to see the interviewer
- Impromptu meeting with a journalist and cameraman
- Reading of a short statement with the aid of the teleprompter
- Subject to the availability of the necessary material: a simulated press conference where the trainee may expect several impromptu questions from several different sources.

Debriefings follow immediately, based on the results of each recorded exercise, to evaluate the trainee's performance.

## EXTRA NOTES

*An equivalent course is available in Arabic. Please call us for details.*