

Media Training for Project Managers

4 hours **BGMP**

OVERVIEW

The course begins with an overview of the principal points to be developed in the training session, followed by an explanation of the working methods of journalists and the techniques for preparation and participation in television and radio interviews.

Practical work encompasses at least two face-to-face TV interviews for each participant. The exercises are more basic and fewer in comparison to those designed for the senior managers.

Debriefings follow immediately, based on the results of each recorded exercise, to evaluate the trainee's performance. If all participants are from the same unit, the course content can be tailored to suit particular issues or a particular scenario.

DESIGNED FOR

Suitable for staff at the level of Head of Unit or large projects and below who may occasionally find themselves called upon to talk to the press or media, for example at conferences or trade fairs.

LEARNING OUTCOMES

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

- Present complex information in language suitable for radio or television, in a concise and persuasive manner.
- Prepare for difficult interview situations.
- Present clearly 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.