

PRO-ACTIVELY ENGAGING WITH THE MEDIA

ABOUT THIS PROGRAMME

This theoretical introduction to the media has been designed to enable delegates to change their default approach to the media from defensive to pro-active. The course will introduce you to the media landscape and how to effectively manage it to your advantage.

KEY TOPICS TO BE DISCUSSED

- Do's and Don'ts when dealing with the media
- Communicating your key messages and speaking in sound bites
- Understanding the media landscape
- Engaging effectively with the media
- Making your content more newsworthy
- Body language and dress code
- Handling both in-studio and telephonic interviews
- Managing the media in a crisis

BY THE END OF THE WORKSHOP YOU'LL:

- Gain an in-depth understanding of the media landscape and what motivates journalists
- Acquire an in-depth knowledge of how to effectively engage with the media
- Understand the importance of thinking out of the box when approaching the media
- Be fully prepared for media engagements and how to avoid pitfalls
- Successfully manage the media during a crisis
- Share in the personal experience of the trainer and practical examples

WHO SHOULD ATTEND

- Communication managers, Corporate Affairs managers
- PR & media managers
- Investor relations
- Brand managers/Brand Ambassadors
- Reputation Management specialists
- It is also suitable for practitioners who wish to refresh their knowledge on how to effectively work with the media.