

## TRAINING AGENDA – MEDIA MANAGEMENT AND LIVE INTERVIEWS

### **Become a media-wiz!**

Presence in the media is one of the most powerful means of reaching investors, clients and the general public. Interviews on TV or Internet are considered to be reliable, unbiased, hence most strongly influence people's opinions.

When an expert appears in the media, the company which he/she represents is automatically perceived as the market leader, the most important and reliable one. This effect is caused by the logical and factual supposition that if a journalist of a renowned title/radio/TV station interviews and quotes this particular person it is because he/she is one of the best experts on the market. In consequence, the audience starts to believe it is so.

Journalists are in constant search for stories, they need to be fed by interesting comments, and they always look for experts who would give interesting, substantial and concrete comments on the market situation.

The potential pitfall, however, is that an interview with an unprepared and/or untrained company representative would have an exactly opposite effect. It could easily worsen a company's reputation, frighten investors and clients by simply giving answers that are uninteresting, contradicting, dull, or just badly communicated. Additionally, the case is often that a journalist is conducting an interview already with a hypothesis in mind, sometimes not in line with our interests. It takes a lot of practice and experience to know how to change his opinion and put through our message, especially that the interview time is often limited to a minute.

Regardless of the experience, knowledge and years in the business, speakers should constantly work on their performance, refresh key messages, adapt the vocabulary to the audience. The good news: everyone is trainable, and with each practice you get closer to being perfect. Let me guide you through the media world and help you become a media-wiz!

3, 2, 1, and we are LIVE!

## **MEDIA MANAGEMENT AND LIVE INTERVIEWS**

### **1. Topics covered during the training:**

- Ways of working of journalists
- Persuasion techniques used by journalists
- Simulations of "live" interviews in front of a camera
- Ways of putting through messages that are not expected by a journalist
- Body language, camera dress code, gesticulation (only in full-day trainings)

### **2. The theory:**

- Journalists' ways of working: why are they obnoxious, always in a hurry and use strange vocabulary: "deadline", "exclusive", "off the record", "no comment"
- What media want is not always what you want – how to answer (a)typical media needs and win journalists' hearts
- Insight into tricks and persuasion techniques used by journalists
- How not to fall into traps?

### **3. The practicalities**

- Simulations of "live" interviews in front of a camera with different types of journalists, with diverse expectations and dynamics: informative journalism, feature pieces, aggressive journalism
- Analysis of live recordings, error analysis and correction
- Re-rehearsals of interviews, analysis, error correction
- Practice of the techniques of putting through key messages (only in full-day trainings)
- Practice of professional ways of avoiding answers to difficult questions
- Body language, camera dress code, gesticulation, and main rules of acting in front of a camera (only in full-day trainings)

## **Outcome of the training**

The trainings session’s main goal is to familiarize the trainee with dealing with journalists: present and explain specific needs of media, give insight into how to successfully put through key messages (even if a journalist is not interested in them), alert about tricks and techniques journalists use to get the answers they want and how to react to them. After the training the adepts will be more relaxed in front of the camera, will understand the basics of body language, and how to build a message so it most strongly resonates among the public. The trainees will also learn how to react to journalistic tricks and how not to be tricked into saying more than one should.

## **Training options**

1. Half day training (4.15 hours including a 30 minute break): two recordings, analysis, error correction, theory (no body language), Q&As
2. Full day training (8.30 including 2 short breaks and a lunch break; can also be split into 2 half-day sessions): four recordings, analysis, error correction, theory including body language, Q&As