

Managing the Media

Being Interviewed Successfully

Journalist:

a person without any ideas but with the ability to express them.'

Karl Kraus

Face the Media with Confidence

Are you concerned about how to get your message across effectively? Or worried that your words could be taken out of context?

Making your mark in the media gives you credibility and authority, yet four out of five UK business leaders admit to fearing media interviews. We will show you how to face the media with confidence, helping you to build and maintain a positive reputation.

Develop Successful Interview Skills

Interviews are an opportunity to get your message across, and we will demonstrate how to turn each interview to your advantage.

Preparation is key, and we will show you how to plan your comments succinctly, so you can convey your messages accurately and effectively. We will teach you how to control each interview, answering questions convincingly while sticking to your own agenda.

This course, run by experienced journalists, offers a safe place to acquire and practise the skills of successful interviewing.

Course Objectives

- Structure a talk successfully
- Prepare effective visual aids
- Speak dynamically
- Become more confident and convincing
- Deliver influential messages
- Use powerful language
- Develop engaging body language

'Great feedback and positive suggestions for improvements.'

Department of Local Government and Communities

Learning Points

Appreciating the Media

- Recognising the news
- Understanding quotes
- Distinguishing interview styles

Talking to Different Media

- Differentiating print and broadcast
- Understanding the visuals
- Being aware of dangers

Preparing for Interview

- Questioning the journalist
- Developing key messages
- Brainstorming questions

Dealing with Difficult Interviews

- Preparing effectively
- Handling confrontation
- Limiting damage



Communicating Successfully

- Controlling your nerves
- Sounding the part
- Looking professional

'Now when journalists ask me something I'll be able to deal with them with more understanding and friendship.'

Sverdlovsk Ministry of Health

**To book now, call
08456 800 456
or visit www.simply-speaking.co.uk**