

Leadership & Communication.

Media Skills.

Overview.

The rogenSi Media Skills Programme gives high-stakes communicators both a deeper understanding of how the media works, and the skills to deliver persuasive messages to the media while maintaining control. This programme is of relevance to all those speaking to the media on organisation or business-related issues including senior executives, public affairs staff, business unit heads and research analysts.

Key components.

- Planning for a media interview
- Seeding persuasive messages
- Body language strategies
- Planning a media statement
- Interview tools
- Handling press conferences
- Dealing with difficult/controversial issues
- Avoiding the 'interview hijack'

Outcomes.

- Understand how the media works and what makes a story
- Understand the difference between press, radio and TV and how to adjust their delivery skills accordingly
- Be thoroughly prepared for a media interview
- Be more confident when speaking to the media
- Develop and deliver targeted messages to the chosen audience in order to create the desired perception
- Have greater control over their interactions with journalists so that interviews are not hijacked.

Duration.

1-2 days depending on a participant's experience dealing with the media.

Individual coaching is also available for executives and managers who deal with the media.