

This is an interactive course

In this 2-day workshop, you will be provided with techniques, guidelines, and actual systems for each aspect of effective media presentation. You will then present in simulated *media settings* and have the opportunity to watch yourself on videotape. With the help of your seminar leader and other participants, you will get a precise accounting of what your strengths are, your weaknesses, and, most important, step-by-step instructions on how to solve your specific problems.

The Program

Day One

Section 1: Media Basics

- How to look and sound better
- Rules of context
- Body language & voice techniques

Participants engage in videotaped interviews followed by constructive critique

Section 2: Message Development System

- Effective media message
- 13 essential elements that reporters look for
- Identify your key message

Participants engage in videotaped interviews followed by constructive critique

Day Two

Section 3: Answering System

- Maintain control over the interview
- Techniques to deliver the best answer
- 10 message bridging techniques

Participants engage in videotaped interviews followed by constructive critique

Section 4: Sound Bite and Quote System

- 10 principles for being quoted
- Create sound bites the media can't resist
- Use sound bites and quotes you've created in advance

Participants engage in videotaped interviews followed by constructive critique

What you will get

Participants will receive the following supplementary learning materials to go with their customized training:

- Electronic Handbook, 1001 Ways to Wow the Media
- Book, Media Training A-Z
- Video, TV Basics (How to prepare for TV interviews)
- Video, Speak in Sound Bites
- Audio, Controlling Your Message
- QuoteController™ software
- PLUS much more!

We also provide post-training continuing education and support in the form of videos, audios, and text. Some of these resources include:

- Yearlong access to multimedia follow-up materials
- 30-day unlimited email consultation after the workshop
- Wallet cards, Top Ten Tips When Preparing for Interviews
- Full year's use of our Online Media Training School