

# N | TRAINING

## SUCCEEDING WITH THE MEDIA

### DESCRIPTION

This course, which combines theory and practice, significantly improves participants' communication skills and performance in the media. The simulations and scenarios will be designed and adapted to the unique requirements of your organization, while taking into account the experience of the participants. The degree of difficulty will increase successively from one simulation to the next throughout the day (in respect of both form and substance). The session also includes, if necessary, an assessment / analysis of the "digital footprint" of participants and of the organization.

The session will include theory as well as simulations with analysis and feedback.

### PROGRAM HIGHLIGHTS

- Develop and perfect the art of the media interview.
- Understand the mechanics of an interview, the needs of journalists and gain skills in formulation and articulation of messages.
- Manage the risks of media interview across all media platforms.

### TARGET AUDIENCE

- Public relations professionals, corporate communications specialists, media spokespersons, executives and senior leaders, marketing professionals, and crisis management teams.

### DURATION

This training is available as a half-day or full-day course