

## SUCCEEDING WITH THE MEDIA

### *Honing effective spokesperson skills*

#### INTRODUCTION

This day, 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.

#### OBJECTIVES

- 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.

#### APPROACH

Mix of theory and practice.

#### STEP 1

**Simulation 1:** Reference interview filmed for an initial evaluation. From the outset, the interview (or if necessary a scrum) will serve as a basis for subsequent training. But before viewing your preliminary efforts, let's look at theory ...

#### STEP 2

##### **Theory (with video examples)**

- The new media ecosystem, the digital world and social media
- Journalists' behaviours, attitudes and needs
- Responding to media requests
- The art of messaging for any media platform
- "Bridging" to messages
- Tips: dos and don'ts
- Body language

#### STEP 3

Screening and analysis of first interview. Work on messaging and delivery.

##### **Simulation 2:** The "studio interview"

Screening and analysis of second interview

##### **Simulation 3:** The "clip chase" with handheld microphone

Screening and analysis of third interview.

##### **Simulation 4:** The "double ender"

# N | SCHEDULE\*



<b>9:00</b>	<b>Introduction</b>
<b>9:10</b>	<b>Simulation 1 – taped 3-5 minute “reference” interview</b>
<b>9:45</b>	<b>Theoretical presentation</b>
<b>11:00</b>	<b>Screening and analysis of first interview</b>
<b>11:45</b>	<b>Simulation 2 – taped 3-5 minute “radio” interview</b>
<b>NOON</b>	<b>Lunch</b>
<b>13:00</b>	<b>Screening and analysis</b>
<b>13:30</b>	<b>Simulation 3 – taped “clip chase” interview</b>
<b>13:45</b>	<b>Screening and analysis of simulation 3</b>
<b>14:15</b>	<b>Simulation 4 – taped “double-ender” interview</b>
<b>15:00</b>	<b>Screening and analysis of simulation 4</b>
<b>15:30</b>	<b>Summary and conclusions</b>

\* The training can be provided in a half or full-day session.