

## Media Training

*Different ByDesign*



### WHAT IS IT?

Delivering your message effectively via the media and before an audience is a learned art — an art that ByDesign Communications training professionals have honed. An efficient interview strategy hinges on your ability to be confident, have control and be credible. Confidence allows you to go into an interview situation as an enthusiastic and equal participant, control enables you to communicate your company's message clearly, and credibility assists the journalist to believe that message.

Drawing on decades of TV news and print journalism experience, our expert media trainers can teach you the essential principles and provide supportive, constructive feedback to ensure your success.

Our comprehensive media and presentation training can be customised for any organisation. The training helps you to bring out your best during interviews – on camera or off – and effectively teaches you to deliver critical messages credibly and convincingly.

### HOW IT WORKS

Understand precisely what journalists seek:

- Turn interviews to your advantage
- Avoid media disasters
- Make presentations and answers compelling
- Develop clear and powerful messaging
- Remain focused on your story
- Look your best & present proper body language
- Overcome anxiety

### WE CAN HELP YOU:

*Customised Media Training Sessions*

Every media training programme is individually designed to meet your objectives and includes extensive preparation tailored to your company, industry and issues.

When planning sessions, we factor in your goals, personal style, industry experience, target audience and business-specific purposes.

Among our tools: realistic broadcast simulations (television and radio), news conferences, print interviews and webcasts to ensure spokespeople feel comfortable in any media setting.

All sessions are videotaped and intensively reviewed. These critiques address both substance and style, your content and its effective delivery.

For more information, please contact:

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