



## Effective Communication and Media Training Course

### Course Objectives

- Successfully manage interviews with the media: TV, radio, written. Use the same techniques in any forum where questions are asked.
- Use the same methodology to convey your organization's messages in an effective manner to a variety of audiences, be these a client, a board of directors, governmental organizations, etc.
- Master effective presentation techniques to raise your organization's profile and reputation.
- Understand what motivates journalists and use it to plan and execute interviews strategically.
- Answer questions in a clear, convincing and organized way.
- Manage difficult questions about any subject and especially about those about which you can't or don't want to talk about.
- Make your messages stronger and more powerful, preventing the use of weak language patterns.
- Learn how to improvise.
- Use the correct body language.

### Training format

Interactive learning group sessions that alternate with on-camera practice sessions. These practical exercises, likewise, are based on previously identified specific issues of interest to the participants. All the courses are completely tailored to the clients' needs, to ensure that the techniques we teach have a positive, direct and immediate impact on their daily work.

### Agenda

*First day*

8 am – 9 am **Sign-in**

9:00 am – 10:45 am **Learning session: answering questions effectively.**

We develop our Rocket Model, unique and copyrighted, that enables you to answer ANY question in a convincing and informative way. Our methodology teaches you to organize your thoughts and to improvise during any type of event.

10:45 am – 11:00 am **Break**

11:00 am – 1:00 pm **Practice Session**

Practicing is essential to acquire the necessary skills to communicate with the media. During this session participants learn about the correct body language to use during interviews and also how to dress for an interview. Each participant answers two questions on camera about subjects of importance to his or her organization. This is followed by feedback from the consultant and other participants. Afterwards, the



participants once again answer one of their questions to improve their response and later watch the videos of their interviews in private to evaluate their performance.

1:00 pm – 2:00 pm **Lunch**

2:00 pm – 2:45 pm **Learning session: difficult and dirty questions; which questions not to answer and why. Advanced interview techniques.**

We will study the four most common types of difficult and dirty questions and the participants learn techniques to neutralize them without seeming to be on the defensive. Afterwards, we will talk about the types of questions not to answer and why. Later, participants will learn how to bridge to their strategic message no matter which question they are asked. If the answers are managed poorly, you could undermine your message and discredit your organization. Mastering these techniques enables you to be open, credible and to stay focused on your message.

2:45 pm – 3:30 pm **Learning session: making allies with the media**

This session uses examples from written and TV media to analyze how they truly work and what they want from interviewees. We will establish the key points to maintain a respectful and effective relationship with the media. Likewise, and from a communications point of view, we will touch on the things clients must do to raise their projects' media profile.

How to prepare for interviews to get the coverage you want and how to anticipate a journalists' point of view to be able to convey your message strategically. We will talk about how to organize information specifically tailored for television, radio and written media journalists. We will analyze the differences between international and regional media outlets.

#### *Learning objectives*

- How to prepare for interviews to get the coverage you want.
- How to anticipate the journalist's point of view to be able to convey your message strategically.
- How to tailor information specifically for TV, radio and written media journalists.
- How to manage specific national environments, including the issues of lack of professionalism and corruption.
- How to manage the international media.
- 13 key points to improve relations with the media.
- Practical details for official/on-background quotes and other comments.
- Building relationships with journalists as an expert and a source about your area of expertise.

The key points to remember are summarized on a pamphlet, including a reference manual from Gato Communications about how to prepare for and respond during any interview with the media.



3:30 pm – 5:15 pm **Practice Session: on-camera interview.**

Participants use the “M.A.P.” sheet for interviews. They do a live interview about their specific subjects of interest in their respective media context. This is followed by a private feedback session with the consultant.

*Learning objectives*

- This session incorporates all the skills learned during the first day of the course.
- Use the M.A.P. worksheet to prepare the Message, Audience and Proof/Pictures (examples, facts and details) that will create a convincing interview.
- Body language for interviews.
- Conduct a convincing interview about a subject specific to your organization.
- Understand the dynamics of an interview.
- Dressing for a TV interview: what to do and not to do.

*Second day*

9 am – Noon. **Sessions and personalized tutoring**

This session focuses on personalized sessions with the different participants to work together on specific issues of interest to them that need improvement.

**Summary and discussion: What did you learn?**