



# Media Training & Messaging

A bad performance and/or inappropriate or inexact message given in front of a camera or microphone can have serious consequences for a company's reputation.

It is crucial that all 'spokespersons' representing an organisation are well prepared for one-to-one interviews and other types of dialogue with the media, whether audiovisual or in written form. akkanto has developed an interactive workshop to help you achieve that.

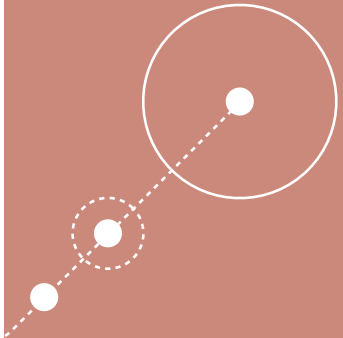
The overall purpose of the workshop is to further enhance spokespersons' communication skills. It also provides an opportunity to develop specific messages (message development, message maps and Q&As) and to identify potential weaknesses in the delivery of messages.

After the session, each participant receives a comprehensive media training manual which has been specifically designed to complement the exercise and act as an on-going reference guide. An individual coaching report can also be delivered, on request.

## About the workshop:

- > Our method consists of involving participants in a number of simulation exercises that include questions which your stakeholders may have concerning specific topics and issues relevant to a company or organisation. The largest part of our media training session is extremely practical; experience and feedback are the best ways to build effective interview skills.
- > The session involves simulated interviews, filmed in front of a camera: our media training team conducts a series of mock interviews, based upon an initial briefing, to help you build confidence and skills through practice and experience in a range of scenarios and situations.
- > The camera acts as a training tool, allowing you to view and judge your own performance, in order to accelerate the learning process. Immediate feedback from viewing recorded interviews is an extremely valuable means of improving non-verbal communication and assessing strengths and weaknesses – with an opportunity to try again straight away, and get better.





### **By attending this session, you will learn:**

- > How to gain insight into the communication triangle
- > The bridging technique
- > How to handle a range of interview formats
- > How to build story messages
- > Convincing body language
- > How to work with cameras and microphones

### **Who should attend?**

- > Spokespersons
- > Communication directors, members of management who (occasionally) deal with the media
- > Members of communication teams
- > CEOs and CXOs
- > Crisis managers
- > Managers in charge of quality control
- > Experts

### **Practical information**

#### **Duration**

Half-day for a basic course

#### **Location**

The training session is ideally held at akkanto's offices to allow participants to focus fully on the training session by being in a different environment.

#### **For more information, please contact:**

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*To ensure you have the latest version, please check our website: [www.akkanto.com/our-expertise/media-relations](http://www.akkanto.com/our-expertise/media-relations). You will also find testimonials from companies who have benefitted from our Media Training & Messaging offering, as well as information about the akkanto consultants who lead these trainings.*

