



Handling the media & improving the public image

Media

Throughout this session we will help you understand more of how the media works. We will look at issues of power and control, and offer practical guidelines when doing interviews with newspapers, radio or television journalists. We will also look at issuing press releases.

Topics covered will include:

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| How does the media work? | Turning an interview to your advantage |
| Coping with a difficult interviewer | How to handle a crisis |
| Writing a press release | Building relationships with journalists |

Public

We will introduce you to simple, but powerful, communication and presentation strategies that will allow you to keep control of a meeting; get your message across and maintain the attention, interest and respect of others.

During this part of the session you will receive tips and hints for enhancing your skills in speaking at meetings or speaking in public.

Topics covered will include:

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| How to prepare for a meeting | Professional meeting protocols |
| How to remain in control | Handling difficult people |
| Keeping to the agenda | Avoiding embarrassing conflict situations |

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