



Communicating with the Media

Dealing with the media is unnerving even for people who are frequently in its limelight.

Attend this workshop to upskill at crafting your key messages and to hone your question-answering skills.

This session is facilitated by a professional journalist who knows the tricks of the trade and can alert you to the traps that are set out for you to fall into.

How do I know I should attend this workshop?

1. Have you suddenly found yourself in the media spotlight?
2. Is your organization facing increasing scrutiny that requires you to be doorstep-ready?
3. Are you needing to improve your media-facing skills?
4. Have you received feedback that you need to improve this skill to advance?
5. Are you keen to work on making your communication more succinct and impactful?

If you answer yes to most of these five questions, then this workshop is for you.

What will I do?

You will cover:

- Door-stepping techniques; getting filmed and watching yourself back
- Crafting your key messages/soundbites, based on a real scenario you may need to face the media on
- Gaining appreciation for the full array of communication components that give an overall impression
- Scrutinizing different types of questions and how to respond to each
- Turning negatively-posed questions into positive on-message answers

What are the outcomes?

By the end of this workshop you will have:

- Gained confidence by understanding how journalists operate when looking for a story or an angle
- Learnt how to word-craft soundbites
- Practiced answering all types of questions, whilst staying on-message at all times
- Learnt how to deflect questions you don't want to answer
- Got feedback on what you're doing well and what you need to get better at

How do I prepare?

Please email your facilitator with a tricky scenario that you have or may have to face the media on.



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