



International Training
Center Paris

TRAINING SCHEDULE

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MEDIA INTERVIEW TECHNIQUES

Overview:

Media Interview Techniques training is designed to provide participants with the skills and knowledge necessary to effectively manage media interviews. The program aims to equip participants with the necessary tools and techniques to communicate key messages and handle difficult questions during media interviews. The training is structured over five days and includes the following objectives:

Media Interview Techniques Training Objectives:

- Understand the role and impact of media interviews.
- Learn how to prepare for media interviews.
- Develop strategies for delivering key messages effectively.
- Learn how to handle difficult questions and manage media interactions.
- Understand the importance of body language and nonverbal communication during interviews.
- Practice and receive feedback on media interview techniques.

By the end of the program, participants will have gained a comprehensive understanding of media interview techniques and will be equipped with the necessary skills and knowledge to effectively manage media interviews. They will also have had the opportunity to practice and receive feedback on their media interview skills.

Targeted Groups:

- Spokespersons for organizations
- PR professionals involved in media interactions
- Executives preparing for media interviews

- Communication directors guiding media interactions
- Professionals aiming to enhance interview skills

Planning:

Day 1: Introduction to Media Interviews

- Understanding the role and impact of media interviews.
- Different types of media interviews.
- The dos and don'ts of media interviews.

Day 2: Preparing for Media Interviews

- Understanding the media landscape and the journalist's perspective.
- Developing key messages and talking points.
- Preparing for different types of media interviews.

Day 3: Delivering Key Messages Effectively

- Developing strategies for delivering key messages effectively.
- Communicating with confidence and clarity.
- Understanding the importance of tone and pace.

Day 4: Handling Difficult Questions and Managing Media Interactions

- Understanding different types of difficult questions.
- Developing strategies for handling difficult questions.
- Managing media interactions and steering the conversation.

Day 5: Practicing Media Interview Techniques

- Practice and receive feedback on media interview techniques.
- Understanding the importance of body language and nonverbal communication.
- Preparing for crisis media interviews.