



International Training
Center Paris

TRAINING SCHEDULE

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MEDIA TRAINING FOR EXECUTIVES

Overview:

The Media Training for Executives program is designed to help senior-level professionals develop the skills they need to interact with the media effectively. Participants will learn how to communicate their message clearly and confidently, handle difficult questions, and maintain a positive public image. The program also covers crisis communication and reputation management.

Objectives:

- Understand the role of media in shaping public opinion
- Learn how to prepare for media interviews and handle difficult questions
- Develop effective communication skills to convey key messages clearly and confidently
- Understand crisis communication and reputation management best practices
- Improve public speaking and presentation skills

By the end of the Media Training for Executives program, participants will have a thorough understanding of the media landscape and be equipped with the skills they need to interact with the media effectively. They will also have developed their public speaking and presentation skills, crisis communication and reputation management strategies, and will be prepared to represent their organizations with confidence and professionalism.

Targeted Groups:

- CEOs and top executives
- Senior managers
- Spokespersons for the organization
- Public relations directors

- Professionals who interact with the media on behalf of the company

Planning:

Day 1: Introduction to Media Training

- Overview of the media landscape and its impact on public perception
- Understanding the media interview process
- Identifying key messages and effective communication techniques

Day 2: Interview Techniques

- Techniques for answering difficult questions and staying on message
- Preparing for different types of interviews (print, radio, TV)
- Conducting mock interviews and receiving feedback

Day 3: Crisis Communication and Reputation Management

- Strategies for managing a crisis situation and minimizing damage
- Best practices for managing reputation and maintaining positive public perception
- Developing crisis communication plans

Day 4: Public Speaking and Presentation Skills

- Techniques for engaging and captivating an audience
- Overcoming stage fright and building confidence
- Delivering effective presentations with impact

Day 5: Final Presentations and Feedback

- Participants will deliver a final presentation incorporating key messages and techniques learned throughout the program
- Feedback and coaching from instructors and peers