

## MEDIA & MESSAGE TRAINING

Become an ambassador of your company



How to engage your audiences  
in public or in front of the media

Speaking in public has become one of the most important tasks in a manager's life.

You will become an **ambassador** for your group by passing a strong message with conviction and consistency. As such, you will be **responsible for conveying the image** of your company, its know-how and its culture.



Successful communication, whatever its framework and objectives, always needs to be prepared in advance. There is an appropriate method and tools to achieve this.

Experts in your business, with an intimate knowledge of your codes and language, SKILLS brings the international experience of its Communication Directors, who have served for more than 25 years in large groups.

## MEDIA & MESSAGE TRAINING

➤ **The Media & Message Training prepares you for public speaking and media exposure.**

**It will be an opportunity to:**

- Understand how to be effective in public speaking (facing customers, relations, suppliers, partners, institutional entities).
- Work on building effective messages.
- Train to master your corporate and business messages to capture your audiences' attention.

**The group session is organized in three parts:**

### ➤ **Theory**

- Understanding the media
- Building your key messages
- Verbal and non-verbal communication techniques
- Spokespersons basic rules to engage with the media

### ➤ **Practice**

- Work on corporate and business messages
- Prepare the constituents of your essential message
- Learn the "anchor" technique to connect to the corporate fundamentals
- Know how to prepare and place illustrations
- Understanding the keys to leading an interview

### ➤ **Interview exercises**

- Mock interviews based on prepared messages and other surprise questions
- Filmed workshops (optional) simulating all possible interview configurations

Each exercise is debriefed and coached by SKILLS:  
analysis of each participant's strengths and weaknesses.

### ➤ **Options**

- Training with camera (+1h)
- Additional participant (to a group of 4)
- Additional hour (beyond the 3 hours scheduled)
- Production of key messages per specialist

