

Media Interview Skills Agenda



Part 1:

•**Welcome and Introduction of Executive Communication Coach and Participants**

•**Core Concepts in Communication**

•**Audience Analysis and “What’s In It For Me” Concept**

Identify target audiences and their specific interests

•**The Message Development Process**

The shrinking soundbite and message formula

•**Interactive Exercise: Work in pairs to hone your key messages**

Each participant will have an opportunity to practice key messages

Part 2:

•**Delivery Techniques**

Effectively capturing one’s target audience using body language, voice tone and eye contact

•**Weak Speak and Power Speak**

Employing assertive word choice and intonation

•**Taking More Control**

Strategically answering questions to redirect the conversation and highlight your message

•**Creating Concise Comments**

How to junk the jargon and cut the clichés

•**2nd Interactive Exercise**

Mock media interviews

•**Q&A Strategy**

Participants discuss and develop a strategy to handle difficult questions

•**How to Say “No Comment”**

•**3rd Interactive Exercise:**

Volunteer Participants are ‘interviewed’ in front of the group

•**Do Again/Do Differently**

Determine learning plan for continuous improvement

•**Session Evaluation**

