

Workshop Title	<b>Media Interviewing Skills</b>
Workshop Duration	1 Day
Workshop Description	The first few seconds of a media interview, like a job interview, are important for creating the right impression. The Media Interviewing skills workshop focuses on the arts of being interviewed, of interviewing, and of media training.
Who Should Attend?	Board of Directors Senior Management Teams Management Teams
Workshop Objectives	<ul style="list-style-type: none"> <li>• To understand the importance of a media strategy.</li> <li>• To understand the purpose of the media interview process and the various steps in the process.</li> <li>• To confidently participate in various media interview channels</li> </ul>
Workshop Outline	<p><b>Module 1: The Need For A Media Strategy</b></p> <ul style="list-style-type: none"> <li>• Importance of a Good Media Strategy Policy</li> <li>• Understanding the Cost of Wrong Media Strategy</li> <li>• Impact on Organizations &amp; Individuals</li> </ul> <p><b>Module 2: Media Preparation and Screening</b></p> <ul style="list-style-type: none"> <li>• Identifying the Various Media Benefits</li> <li>• Screening the Media Channel Approaches: TV, Radio &amp; Print</li> <li>• Developing Answers to respond to the Questions</li> </ul> <p><b>Module 3: The Media Interview</b></p> <ul style="list-style-type: none"> <li>• It Works Both Ways – Time to Check Each Other Out</li> <li>• Understand Various Roles of the Interviewer</li> <li>• The 4 Stages of an Interview</li> </ul>
Training Methodology	The training methodology will include short lectures, role plays, games, activities, presentations, discussions, case studies, ideas sharing with continuous evaluation and real time feedback.