

Five Reasons MEDIA TRAINING IS CRUCIAL FOR EVERY LEADER

On-camera spokesperson training teaches you to anticipate questions, think on your feet, and drive a compelling narrative. Proper preparation gives you the confidence, knowledge and skills to succeed in even the most stressful situations.

SPEAK EFFECTIVELY

Media training illuminates **how to answer questions, avoid problematic expressions and hone your answers**. It also teaches you how to stick to your script and get things back on track when thrown a curveball.

1



Speaking

PREPARE FOR INTERVIEWS

Media relations experts teach you how to develop and **utilize talking points** so that you are always prepared.

2



Interviewing

IMPROVE YOUR STORYTELLING

Organizations that tell stories effectively are able to **entertain and engage key audiences and create customer connections**. A trained spokesperson is an important way to call your stakeholders to action.

3



Storytelling

ADD CONFIDENCE

Media training is vital in a crisis when you are under media scrutiny, but is also needed day-to-day. A confident team can better make the case for your products or services.

4

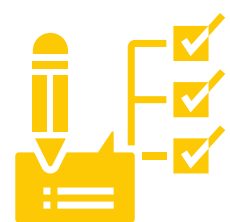


Confidence

SHAPE THE NARRATIVE

Knowing how to frame your story and **provide the press with the right information** is key. Best-in-class media training empowers you to **shape the public narrative on a topic** and accomplish your organization's goals.

5



Narrative