



Empowering Voice - Training in Media Interactions

1 day training programme



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Target

Managers or staff who regularly deal with the media and are responsible for communicating key organisational messages

Outline

People decide to give media interviews if they feel that they, or their organisation, have something important or useful to say. Other interviews are given because organisations or individuals are asked to respond to an issue, which may impact positively or negatively on the organisation or individual. This programme will help participants effectively engage with the media using a number of different interventions that will help to promote the organisation externally and internally.

Objective

The objective of this programme is to provide managers with the tools and techniques required to engage with the media successfully.

Learning Outcomes

At the end of this programme, participants will be able to:

- Understand the role and modus operandi of today's media
- Understand the need to develop and sustain a viable PR/Media Policy
- Recognise audience type and considerations
- Write a good press statement
- Prepare for an interview
- Understand specific media interview/interaction techniques
- Give a media interview (TV and radio)
- Handle a crisis

Content

- Understanding media relations
- Audience type and considerations
- Preparing a press statement
- Making a statement
- Giving a media interview
- Radio & TV techniques
- Handling a crisis

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As a provider of quality training programmes, shrc guarantee experienced facilitators and tailored content coupled with practical-oriented sessions. Other popular programmes include: Attendance / Absence Management; Competency-based Interviewing; Employment Law Practice; Management Skills; PMDS for Line Managers.

Methodology

The training methods and techniques employed during all programmes will be based on best practice in adult learning.

The methods used include:

- Short lectures - to impart required background information / knowledge.
- Facilitated discussions - to allow for open debate, airing concerns and enhanced participation.
- Case studies - to assist with the practical application of learning.
- Role-plays - to gain experience of using the acquired skills.

Benefits of in-house programmes

- Customisation - tailored to meet your specific training requirements.
- Flexible - where and when you want.
- Cost effective - no travel, no days away, no unrelated expenses.
- Low cost per person - even with small numbers.
- Consistent message throughout your organisation.

Contact us

- To find out more about this programme or any other programmes we have on offer.
- To discuss your current or future training requirements.
- To learn more about our training approach and facilitators.
- Contact Ann at 01-2974070 or email ann@shrc.ie.

