

MEDIA TRAINING



DEVENEY

You're at the podium. The cameras are trained on you. The mic is hot. How do you react?

For most people, the answer would be "panic." That is, unless you're a DEVENEY Media Training alum.

POISE THAT COMES FROM PRACTICE

While there are some people who seem to be born with poise, at DEVENEY, we know that the ability to handle one's self in front of an audience is a learned response to an unnatural situation.

At DEVENEY, we've been teaching media skills to executives, business owners and public-facing employees for decades. It doesn't matter if you're a Fortune 500 CEO, an aspiring entrepreneur or a spokesperson for an organization – if your job involves communicating ideas to an audience or managing your company's message, we are here to help.

ONCE YOU ENGAGE DEVENEY, WHAT HAPPENS? Same from here on out.

Where DEVENEY Comes In

DEVENEY media training sessions are designed to equip potential spokespeople with the tools and techniques required to effectively manage media encounters and deliver a renewed confidence in how to manage speaking opportunities. Our interactive program allows your participants to not only learn our proven techniques, but also try them on for size through simulated interviews with an experienced journalist.

ONCE YOU ENGAGE DEVENEY, WHAT HAPPENS?

DEVENEY will adapt your media training sessions to specifically target each spokesperson's strengths and weaknesses in communicating key messages to the media.

Our goal at DEVENEY is to make training effective and efficient for you and your team. After your organization decides to enlist in media training, our team of experts will spring into action. We'll spearhead the entire process, from pre-training research to post-seminar evaluation. By combining our expertise and yours with valuable research, we are able to develop and facilitate the most relevant, comprehensive and useful media training available.

AT THE END OF THE SESSION, EXECUTIVES WILL KNOW THE FOLLOWING:

- Importance of key message points
- Planned responses and talking points
- How to answer questions with your key message points
- How to spot "trap" questions
- Tips on how to respond to difficult or "trap" questions
- How to NOT answer or defer a question
- Tone and timing
- Valuable practices in saving time when preparing for crisis communication
- Body language do's and don'ts

"You have one of the best trainers I have ever worked with. If he were Secretary of State of the United States, everyone would love America. Also, he is the most diplomatic person I have ever met. So you will enjoy your time with him, I promise you"

Catherine Blades
Chief Marketing and
Communications Officer
Flextronics

THE FOLLOWING IS A SAMPLE
AGENDA THAT CAN BE
ADJUSTED TO MEET YOUR
SPECIFIC NEEDS:

1

INTRODUCTION

- Introductions and review of objectives
- Overview of media and requirements
- Importance of preparation and pre-interview forms

2

CONTROLLING THE INTERVIEW

- Key messages
- Rephrasing techniques
- Bridging
- Dealing with controversial issues
- Handling difficult or “sticky” situations

3

PRACTICE SESSIONS

- Q & A with media consultant
- Interview preparation
- Interview simulations
- Constructive review and counsel

Each participant will receive a Certificate of Participation, as well as a copy of our comprehensive media training guide and the simulated interviews to keep for future reference.

MEDIA
TRAINING



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Let DEVENEY help you
with media training.

Email us at
hello@deveney.com or
call 504.949.3999 to set
up a consultation.



DEVENEY
LET'S MAKE IT HAPPEN

Schedule a consultation for Media Training today.
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