

Presentation and Interview Skills for Executives

- 1 day program

Course content:

Understanding the Media

- How the media works
- What is news?
- Understanding the different requirements of Print/Radio/TV/Internet
- How to be newsworthy
- The differences between major & local media

Working with the Media

- Who does what?
- The roles of editors, specialist writers, producers, researchers and sub-editors.
- Understanding deadlines
- Building a relationship with journalists
- Working with local media
- What the media want!

How to sell your story and control an interview

- Using common messages
- Preparing for a media interview
- How to get your point across
- Handling difficult questions
- Dealing with a media crisis
- Techniques so you come across relaxed and confident

Interview Practice

Each participant to experience 'live' interviews working with a number of typical scenarios, together with examples of crisis situations - and receive personal feedback and coaching.



Candy Tymson

Candy's background is marketing and public relations. She operated her own public relations agency for more than 15 years working with a number of major clients on media relations including Apple Computer and Telstra.

Following the experience of being the subject of a viscous sabotage campaign while she was the Lady Mayoress of Sydney, Candy moved into media training realising that while many people offer media training, none had actually worked in the media and experienced first-hand the strategies required to manage a major media crisis.

She has run successful media training programs with senior executives of Greater Union, The Mirvac Group, Dr. Barnardo's Children's Homes and The Federal Airport Corporation to name a few.

Candy is the co-author of the Australian & New Zealand Public Relations Manual, the recognised text in both countries, and has a Master's Degree in Human Resource Management and Coaching.



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