# Advanced Spokesperson Presentation and Media Skills Training Course



02 - 06 Nov 2026

Cape town

4600 € (Per Person)

Ref: #CW8333_292534

## Course Introduction / Overview:

In today's hyper-connected world, the role of a spokesperson is more critical and scrutinized than ever before. Every word, gesture, and interaction can shape public perception and define an organization's reputation. This intensive training course is meticulously designed to transform participants into confident, credible, and compelling communicators capable of mastering any media environment. Moving beyond basic public speaking, this program delves into the nuanced art of strategic messaging, on-camera presence, and crisis management. Drawing on principles from communication theory and practical application, as explored by experts like Brad Phillips in his influential book "The Media Training Bible," this course provides a comprehensive framework for effective media engagement. At BIG BEN Training Center, we understand that a successful spokesperson is not just a speaker but a strategic asset. This course equips participants with the advanced skills needed to navigate challenging interviews, control the narrative, and build lasting trust with audiences, ensuring they represent their organization with poise and authority in any high-stakes situation.

## Target Audience / This training course is suitable for:

- Official Spokespersons.
- Public Relations Directors and Managers.
- Corporate Communications Executives.
- Senior Government Officials and Press Secretaries.
- C-Suite Executives (CEOs, CFOs, COOs).
- Media Relations Specialists.
- Crisis Communication Team Members.
- Heads of Marketing and External Affairs.
- Subject Matter Experts designated to speak to the media.
- Anyone aspiring to a public-facing communication role.

## Target Sectors and Industries:

- Government and Public Sector Agencies.
- Multinational Corporations and Conglomerates.
- Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare, Pharmaceuticals, and Biotechnology.
- Energy, Oil, and Gas.
- Non-Profit and Non-Governmental Organizations (NGOs).
- Aviation and Transportation.
- Education and Academic Institutions.
- Retail and Consumer Goods.

## Target Organizations Departments:

- Corporate Communications.
- Public Relations and Media Relations.
- Executive Leadership and C-Suite Offices.
- Marketing and Brand Management.
- Investor Relations.
- Legal and Compliance Departments.
- Human Resources.
- Crisis Management Teams.
- Government Affairs and Public Policy.

## Course Offerings:

By the end of this course, the participants will have able to:

- Develop and deliver clear, concise, and compelling key messages.
- Master on-camera interview techniques for various media formats.
- Utilize advanced body language and vocal tonality to project confidence and credibility.
- Effectively manage hostile questions and challenging interview scenarios.
- Apply bridging and flagging techniques to maintain control of the narrative.
- Prepare and lead professional press conferences and media briefings.
- Integrate crisis communication principles into all public statements.
- Analyze and adapt communication styles for different audiences and media channels.
- Provide constructive feedback on the presentation skills of others.
- Develop a personalized action plan for continuous improvement as a spokesperson.

## Course Methodology:

The training methodology at BIG BEN Training Center is rooted in experiential learning and practical application. We believe that spokesperson skills are honed through practice, not just theory. This course employs a highly interactive and immersive approach, featuring extensive on-camera simulations of media interviews, press conferences, and public statements. Each participant will engage in multiple recorded practice sessions, followed by detailed, constructive feedback from the instructor and peers. The curriculum integrates in-depth analysis of real-world case studies, examining both successful and unsuccessful media engagements by public figures. Group discussions, interactive workshops, and role-playing exercises are used to explore complex topics like crisis communication and message framing. Participants will work both individually and in teams to solve communication challenges, mirroring the collaborative nature of a corporate communications department. This hands-on methodology ensures that participants leave the course not only with new knowledge but with the tangible skills and confidence to excel in any media-facing role.

## Course Agenda (Course Units):

### Unit One The Modern Spokesperson's Foundation

- The strategic role of the spokesperson in the 21st century.
- Understanding the modern media landscape and news cycle.
- The psychology of public perception and audience analysis.
- Ethical responsibilities and maintaining credibility.
- Defining your personal communication style and authentic voice.
- Fundamentals of message architecture and development.
- Setting clear communication objectives for every engagement.

### Unit Two Crafting and Controlling the Narrative

- Developing powerful, memorable, and quotable key messages.
- The art of the soundbite and its effective use.
- Techniques for translating complex information into simple language.
- Storytelling as a tool for connection and persuasion.
- Aligning your message with organizational goals and values.
- Proactive vs. reactive messaging strategies.
- Testing and refining messages for maximum impact.

### Unit Three Mastering On-Camera and Interview Techniques

- Preparing for different types of media interviews (live, pre-recorded, remote).
- Mastering non-verbal communication for the camera.
- Controlling your vocal delivery, tone, and pacing.
- Dressing for on-camera success and visual branding.
- Techniques for building rapport with journalists.
- Managing interview logistics and setting ground rules.
- Analyzing your on-camera performance for improvement.

## Unit Four Advanced Q&A and Crisis Management

- Anticipating and preparing for difficult questions.
- The A-B-C method: Acknowledge, Bridge, Communicate.
- Techniques for handling interruptions and aggressive questioning.
- Staying on message under pressure without being evasive.
- Fundamentals of crisis communication for spokespersons.
- Crafting and delivering holding statements and initial responses.
- Simulated crisis scenarios and high-pressure Q&A drills.

## Unit Five High-Stakes Scenarios and Strategic Application

- Leading effective press conferences and media briefings.
- Participating in panel discussions and public forums.
- Handling media scrums and impromptu interviews.
- Leveraging social media as a spokesperson.
- Integrating media performance with the broader PR strategy.
- Conducting a full-scale mock press conference simulation.
- Developing a personal development plan for ongoing growth.

# FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

In an era of rapid-fire social media and a 24/7 news cycle, how does a spokesperson balance the need for immediate response with the imperative of strategic, verified communication?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving far beyond the theoretical confines of standard public speaking programs. Its core strength lies in a deeply immersive, simulation-based learning environment that mirrors the high-stakes reality faced by modern spokespersons. Unlike generic presentation courses, every module is specifically tailored to the unique pressures of media engagement, with a significant emphasis on on-camera practice and personalized, one-on-one coaching. Participants do not simply learn about handling tough questions; they are actively put in simulated hostile interviews and crisis scenarios to build resilience and tactical skills in real-time. Furthermore, the curriculum integrates crisis communication principles from the very first unit, treating it not as an afterthought but as an essential component of a spokesperson's everyday toolkit. The focus is on developing strategic communicators who can not only deliver a message but can also control a narrative, manage public perception, and serve as a credible, authoritative voice for their organization under any circumstance. This practical, pressure-tested approach ensures graduates are prepared for the realities of the job, not just the theory.