# Dynamic Media Speaking Skills and Television Interview Training Course



09 - 13 Nov 2026

Cape town

4600 € (Per Person)

Ref: #MED2974_255311

## Course Introduction / Overview:

In the world of modern media, being able to communicate clearly and confidently is a critical skill for success. This comprehensive training program, provided by BIG BEN Training Center, is designed to help you master the art of media speaking and excel in any interview situation. We will cover everything from the fundamentals of crafting a compelling message to the technical aspects of appearing on camera. The program focuses on practical skills, including preparing for television interviews, handling tough questions, and delivering a message that resonates with your audience. We will also look at the theoretical side of communication. This includes the work of academics like Paul Levinson, whose book "New Media" explores the evolution of communication technologies and their impact on public discourse. This will help you understand the context of today's media landscape. By the end of this course, you will not only be comfortable with public speaking, but you will also be a strategic communicator who can effectively manage your message in any media environment. This training is for anyone who wants to take control of their public image and communication.

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

- Corporate spokespersons and executives.
- Public relations professionals.
- Journalists and media producers.
- Public figures and thought leaders.
- Government officials and policy advisors.
- Authors, experts, and consultants.
- Communications and marketing directors.

## Target Sectors and Industries:

- Public relations and communications.
- Government and public administration.
- Corporate business and technology.
- Non-profit organizations.
- Media and broadcasting.
- Healthcare and legal professions.
- Financial services and consulting.

## Target Organizations Departments:

- Public relations and media relations.
- Corporate communications.
- Marketing and brand management.
- Executive leadership.
- Human resources and training.
- Public affairs.
- Legal and compliance.

## Course Offerings:

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

- Develop a strong and clear message for any media appearance.
- Master techniques for public speaking and managing stage fright.
- Prepare for and successfully navigate television interviews.
- Handle difficult or unexpected questions with confidence.
- Understand the role of body language and non-verbal cues.
- Use media training to prepare for live and taped interviews.
- Control your narrative and build a positive public image.

## Course Methodology:

BIG BEN Training Center uses a highly interactive and practical methodology to ensure that participants gain hands-on experience. The program is built around a series of simulated interviews and media speaking exercises. We will use video recordings of these sessions to provide personalized feedback and show participants what they look and sound like on camera. This is a key part of our approach, as it helps you pinpoint your strengths and areas for improvement. There will also be a series of mock press conferences and one-on-one media interviews with instructors acting as journalists. These sessions are designed to mimic real-world scenarios, so you can learn how to perform under pressure. We will use case studies of successful and unsuccessful media appearances to show what works and what doesn't. This mix of theory and practical exercises, combined with detailed feedback, ensures that participants are fully prepared to take on any media speaking challenge.

## Course Agenda (Course Units):

### Unit One: The Foundations of Media Communication

- Understanding the media landscape and news cycles.
- Developing a strong and concise message.
- The importance of storytelling and narrative.
- Controlling the conversation and key talking points.
- Managing your nerves and projecting confidence.
- The power of non-verbal communication and body language.
- The role of public relations in media relations.

### Unit Two: Preparing for the Interview

- Media training fundamentals and best practices.
- Researching journalists and the outlet.
- Anticipating questions and preparing your answers.
- The differences between print, radio, and television interviews.
- Crafting a concise and impactful sound bite.
- Techniques for bridging and pivoting back to your message.
- Setting the right tone and making a memorable impression.

### Unit Three: Mastering the Television Interview

- What to wear and how to look on camera.
- Understanding studio lighting and microphones.
- Techniques for eye contact and looking natural.
- The art of the on-air debate.
- Handling unexpected questions and difficult moments.
- Live shots versus taped interviews.
- Controlling your voice and speech patterns.

## Unit Four: Crisis Communication and Public Speaking

- Developing a crisis communication plan.
- The do's and don'ts of speaking during a crisis.
- Holding an effective press conference.
- Delivering a powerful and memorable speech.
- Building rapport with journalists and the media.
- The importance of honesty and transparency.
- Using social media during public appearances.

## Unit Five: Putting It All Together

- A comprehensive mock television interview and feedback session.
- A review of your strengths and weaknesses.
- Creating a personal media speaking strategy.
- A deep dive into case studies of media success and failure.
- The long-term plan for managing your public image.
- Final Q&A with the instructors.
- A discussion on the future of media relations.

# 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:

How does the rise of social media and citizen journalism change the preparation and strategy for a public figure's traditional television interview?

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

This training program is different because of its strong focus on practical, video-based learning. While many courses talk about media speaking skills, this one, offered by BIG BEN Training Center, puts you in front of the camera from day one. The program includes multiple simulated interviews that are recorded and reviewed, giving participants a real look at their communication style and areas for improvement. Personalized feedback is a huge part of the learning experience, something that's often missing from other programs. We also go into the psychology behind public speaking and communication, helping you not only deliver your message but also understand how it is received. We cover both the on-camera and off-camera aspects of media relations, so you are fully prepared for any scenario. This comprehensive, hands-on approach makes this program truly unique and highly effective.