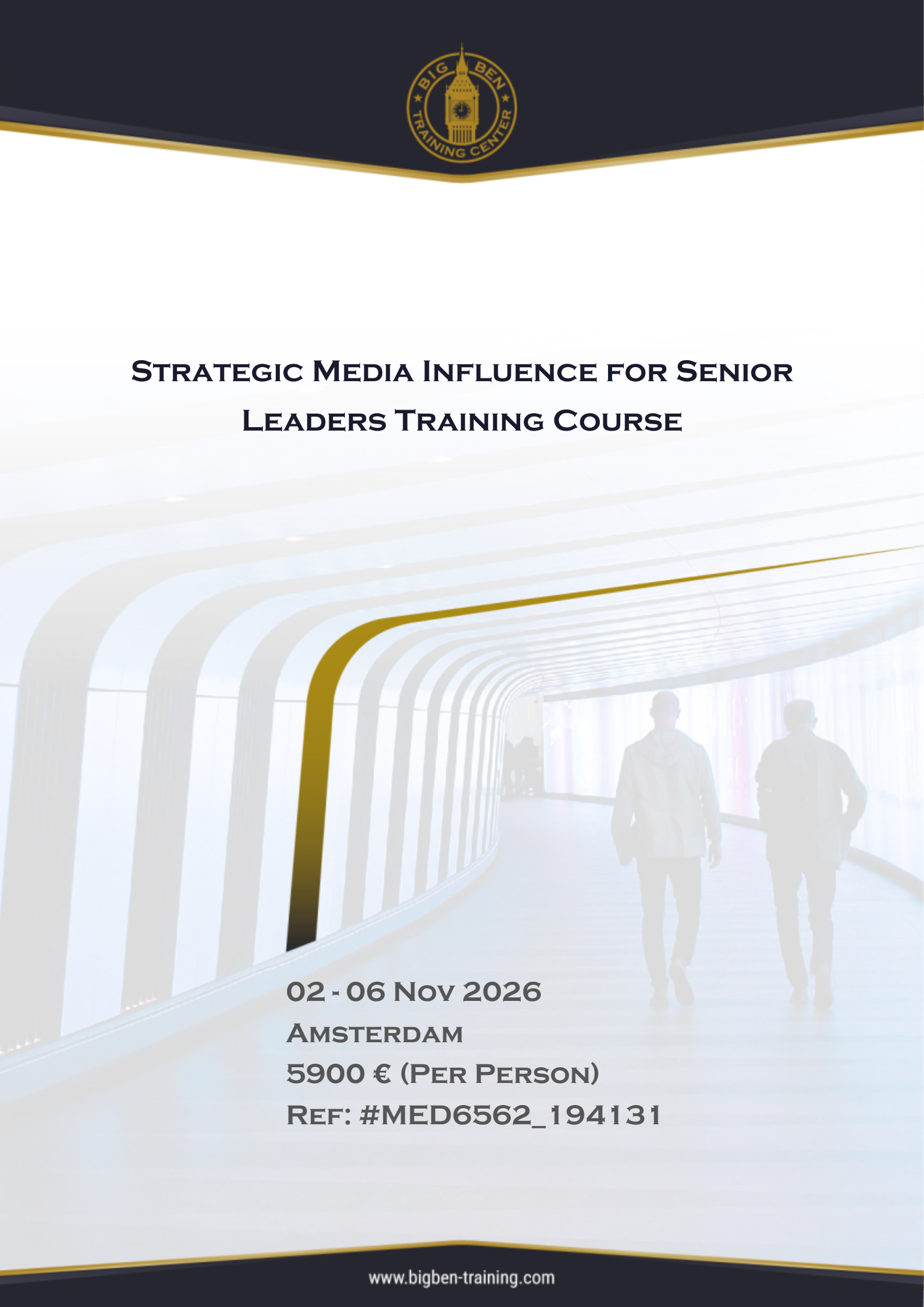
Strategic Media Influence for Senior Leaders Training Course



02 - 06 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #MED6562_194131

Course Introduction / Overview:

In today's hyper-connected media landscape, executive communication is no longer a soft skill but a critical leadership function that directly impacts organizational success and reputation management. This intensive training course is meticulously designed to transform senior leaders into confident, influential, and strategic communicators. Moving beyond basic presentation skills, the program delves into the psychology of influence and persuasion, drawing on foundational principles from experts like Robert Cialdini in his seminal work, "Influence: The Science and Persuasion". Participants will learn to navigate the complexities of modern media, from high-stakes interviews to proactive digital engagement. At BIG BEN Training Center, we provide a comprehensive framework for developing a compelling executive presence, mastering on-camera techniques, and crafting messages that resonate with diverse stakeholders. This course equips leaders with the tools to not only react to media inquiries but to proactively shape narratives, manage crises with poise, and solidify their position as respected thought leaders in their industry. It is an essential investment for any executive aiming to harness the power of communication to drive strategy and inspire confidence.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Presidents.
- C-Suite Executives (CFOs, COOs, CIOs, CMOs).
- Vice Presidents and Senior Directors.
- Heads of Corporate Communications and Public Relations.
- Government Ministers, Ambassadors, and Senior Public Officials.
- Spokespersons and Media Relations Managers.
- Founders and Entrepreneurs of high-growth companies.
- Board Members and Chairpersons.

Target Sectors and Industries:

- Banking and Financial Services.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas.
- Aviation and Transportation.
- Real Estate and Construction.
- Government Agencies and Public Sector Organizations.
- Non-Profit and International Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Executive Leadership and Senior Management.
- Corporate Communications.
- Public Relations and Media Relations.
- Marketing and Brand Management.
- Investor Relations.
- Legal and Compliance.
- Human Resources.
- Strategy and Business Development.

Course Offerings:

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

- Develop a commanding and authentic on-camera executive presence.
- Master advanced media interview techniques for print, broadcast, and digital platforms.
- Construct and deliver clear, concise, and compelling key messages.
- Utilize strategic storytelling to influence stakeholders and shape public perception.
- Confidently handle challenging, hostile, or unexpected questions from journalists.
- Implement proactive crisis communication strategies to protect corporate reputation.
- Leverage social and digital media for effective thought leadership and engagement.
- Lead press conferences and public announcements with authority and poise.
- Analyze the media landscape to identify opportunities and mitigate risks.
- Provide constructive feedback on communication performance to team members.

Course Methodology:

The training methodology at BIG BEN Training Center is grounded in experiential learning and practical application to ensure lasting skill development. This course employs a highly interactive and immersive approach, moving beyond theoretical lectures to focus on real-world scenarios. A significant portion of the training is dedicated to hands-on practice, including simulated media interviews, on-camera role-playing, and mock press conferences. These sessions are recorded and followed by detailed, constructive feedback from the instructor and peers, allowing participants to see their progress and identify areas for improvement. We utilize in-depth case studies of both successful and unsuccessful executive media engagements to analyze strategy and tactics. Group discussions, brainstorming sessions, and collaborative exercises encourage the sharing of diverse perspectives and problem-solving approaches. The learning environment is designed to be a safe and supportive space for leaders to step outside their comfort zones, experiment with new techniques, and refine their unique communication style, ensuring they leave fully prepared for any media encounter.

Course Agenda (Course Units):

Unit One: Foundations of Executive Media Engagement

- Understanding the Modern Media Landscape.
- Defining Your Personal Brand and Executive Presence.
- The Psychology of Influence and Persuasion in Leadership.
- Aligning Communication with Corporate Strategy and Objectives.
- Identifying and Understanding Key Stakeholders and Audiences.
- Principles of Strategic Messaging and Narrative Development.
- Conducting a Personal Communication Style Assessment.

Unit Two: Crafting and Delivering Powerful Messages

- The Art of Message Mapping and Architecture.
- Developing Memorable Sound Bites and Quotable Phrases.
- Mastering Storytelling to Connect and Persuade.
- Techniques for Simplifying Complex Information.
- The Power of Non-Verbal Communication and Body Language.
- Vocal Tonality, Pacing, and Delivery for Maximum Impact.
- Adapting Your Message for Different Media Channels.

Unit Three: Mastering the Media Interview

- Preparing for High-Stakes Media Interviews.
- Techniques for Staying on Message and in Control.
- The A.B.C. (Acknowledge, Bridge, Communicate) Method.
- Handling Difficult, Aggressive, and Off-Topic Questions.
- On-Camera Skills for Television and Video Interviews.
- Best Practices for Phone, Print, and Radio Interviews.
- Practical Simulation with Video Recording and Playback Analysis.

Unit Four: Crisis Communication and Reputation Management

- Proactive Crisis Communication Planning.
- The Role of the Executive Spokesperson During a Crisis.
- Managing Information Flow and Combating Misinformation.
- Crafting Effective Holding Statements and Official Responses.
- Navigating the Challenges of Social Media in a Crisis.
- Leading with Empathy and Transparency.
- Post-Crisis Analysis and Reputation Recovery Strategies.

Unit Five: Advanced Influence and Thought Leadership

- Building Proactive Relationships with Journalists and Influencers.
- Leveraging Digital Platforms to Establish Thought Leadership.
- Preparing and Delivering Keynote Speeches and Public Presentations.
- Techniques for Moderating and Participating in Panel Discussions.
- Managing and Leading Effective Press Conferences.
- Integrated Communication Strategy Simulation Exercise.
- Developing a Personal Action Plan for Continuous Improvement.

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 digital immediacy and 'cancel culture,' how does the traditional role of an executive spokesperson evolve to maintain authenticity while mitigating reputational risk?

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

This course distinguishes itself by focusing on the strategic integration of communication as a core leadership competency, rather than merely a set of public relations techniques. While many programs teach the mechanics of a media interview, we concentrate on the psychology of influence, enabling leaders to not just answer questions, but to shape the entire narrative and drive strategic outcomes. Our methodology is deeply rooted in practical application, with a significant emphasis on personalized, video-recorded simulations that mirror the pressures of real-world media encounters. This allows for granular, actionable feedback tailored to each participant's unique style and challenges. Furthermore, the curriculum extends beyond reactive media handling to encompass proactive thought leadership and digital presence, equipping executives with the skills to build their brand and influence in a 21st-century context. The course content is uniquely balanced, combining timeless principles of persuasive communication with cutting-edge strategies for managing the fast-paced, often volatile, digital media environment, ensuring a holistic and enduring skill set.