Mastering Media Communication Skills for Executive Leaders Training Course



09 - 13 Nov 2026

Munich

5100 € (Per Person)

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Course Introduction / Overview:

In the world of business and leadership, effective media communication is a key skill for any executive who wants to build trust and influence public perception. This comprehensive training program, provided by BIG BEN Training Center, is designed to give you the skills needed to confidently handle media interviews, public appearances, and digital interactions. We will go into all parts of the process, from developing a clear brand message and storytelling to mastering body language and handling difficult questions. The course focuses on practical skills, including public speaking, crisis communication, and media relations. We will also look at the theoretical foundations of executive communication, drawing on academic insights from figures like Kathleen Kelley Reardon, a prominent professor and author. Her book, "The Skilled Negotiator," will help you understand the power of language and persuasion in high-stakes communication. By the end of this course, you will not only be proficient in using different media channels, but you will also have a strategic understanding of how to use communication to build a strong brand, lead with confidence, and connect with your audience. This training is essential for anyone who wants to be a professional in the field.

Target Audience / This training course is suitable for:

- C-suite executives and senior leaders.
- Corporate spokespersons and public relations officers.
- Public affairs professionals.
- Government officials and political leaders.
- Brand managers.
- Entrepreneurs and business owners.
- Media relations professionals.

Target Sectors and Industries:

- Corporate business.
- Public relations and communications.
- Government and public administration.
- Non-profit organizations.
- Financial services.
- Technology and software.
- Media and broadcasting.

Target Organizations Departments:

- Corporate communications.
- Public relations.
- Executive leadership.
- Public affairs.
- Investor relations.
- Marketing.
- Strategic planning.

Course Offerings:

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

- Develop a compelling and authentic brand message.
- Master the art of public speaking and delivery.
- Conduct a successful media interview with confidence.
- Handle difficult and sensitive questions.
- Use body language and non-verbal cues for effective communication.
- Manage crisis communication and protect your reputation.
- Build strong and lasting media relations.

Course Methodology:

BIG BEN Training Center uses a hands-on, project-based learning approach that gives participants direct experience in media communication. The program is built around a series of simulated interviews, role-playing exercises, and a final capstone project where participants will conduct a mock press conference. We will use real-world case studies of successful and failed executive communication to analyze what worked and why. The program includes workshops on technical skills like using a teleprompter and preparing for a TV appearance. Our experienced instructors will provide personalized feedback on all projects. This blend of theory and practical exercises, combined with detailed feedback, ensures that participants are not only proficient in using tools, but also strategic thinkers who can use communication to lead their organizations with confidence and authority.

Course Agenda (Course Units):

Unit One: The Foundations of Executive Communication

- The role of a leader as a spokesperson.
- The principles of media communication.
- Developing a clear and compelling brand message.
- The power of storytelling.
- Understanding the media landscape.
- The basics of media relations.
- The importance of a consistent message.

Unit Two: Public Speaking and Presentation Skills

- The principles of effective public speaking.
- Mastering body language and vocal delivery.
- Creating a compelling presentation.
- The art of a good opening and closing.
- Handling stage fright and anxiety.
- The importance of a rehearsal.
- Using visuals and slides effectively.

Unit Three: Media Interview Techniques

- Preparing for a media interview.
- The difference between various types of interviews.
- Handling difficult questions and sensitive topics.
- The importance of a clear and concise answer.
- Using bridging and hooking techniques.
- The basics of a successful media appearance.
- The role of an on-camera coach.

Unit Four: Crisis Communication for Leaders

- The principles of crisis communication.
- The role of an executive in a crisis.
- The importance of a proactive crisis communication plan.
- The first 24 hours of a crisis.
- Communicating with the public and stakeholders.
- The importance of a strong, compassionate message.
- The role of a public apology.

Unit Five: The Executive Communication Project

- A comprehensive media simulation.
- A final presentation of your brand message.
- A deep dive into case studies of successful executive communication.
- Troubleshooting common challenges.
- The long-term plan for a career as a spokesperson.
- A final Q&A with the instructors.
- A review of key concepts.

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 demand for authenticity and transparency in modern media challenge the traditional, highly scripted, and controlled approach to executive communication?

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

This training program is different because of its strong focus on a leader's unique needs in media communication. While many courses focus on just public speaking, this one, provided by BIG BEN Training Center, emphasizes how to build a strong brand, handle a crisis, and connect with your audience. The hands-on, project-based structure is a major plus, as participants will take part in a simulated media interview that gives them real-world experience in a controlled environment. We also go into the nuances of crisis communication and the importance of a strategic approach. We believe that this comprehensive program gives participants a strong foundation for a successful career as an influential leader and a skilled communicator.