Advanced TV Presenting and On-Camera Performance Training Course



30 Nov - 04 Dec 2026

Milan

5900 € (Per Person)

Ref: #MED8935_193559

Course Introduction / Overview:

This comprehensive course is designed to transform aspiring and current presenters into confident, compelling, and professional on-camera personalities. In today's media-saturated world, the ability to connect with an audience through a lens is a critical skill, extending far beyond traditional television. This program delves into the core principles and advanced techniques of on-camera performance, covering everything from foundational voice and diction to the nuances of live broadcasting and digital media engagement. Drawing on principles outlined by experts like Constance L. Davis, a notable scholar in broadcast performance, the curriculum emphasizes practical application and authentic communication. Participants will explore concepts similar to those in texts like "Broadcast Announcing Worktext", focusing on developing a unique personal brand and mastering the technical skills required in a modern studio environment. BIG BEN Training Center provides a dynamic and supportive learning space where participants receive personalized feedback and engage in realistic simulations, ensuring they are not just taught the theory but are fully prepared to excel in any on-camera role, from news anchoring to corporate video presenting. This is an immersive journey to master the art and science of effective screen presence.

Target Audience / This training course is suitable for:

- Aspiring and current TV presenters and hosts.
- Broadcast journalists and reporters.
- Corporate spokespersons and executives.
- Public relations and media relations professionals.
- Digital content creators, YouTubers, and vloggers.
- Marketing professionals involved in video production.
- Public figures and politicians requiring media training.
- Anyone seeking to improve their on-camera communication skills.

Target Sectors and Industries:

- Media and Broadcasting.
- News and Journalism.
- Corporate and Business Communications.
- Public Relations and Advertising Agencies.
- Government agencies and public sector entities.
- Non-Profit and Non-Governmental Organizations.
- Entertainment and Film Industry.
- Digital Marketing and Social Media.

Target Organizations Departments:

- Communications and Public Relations.
- Marketing and Advertising.
- Media Relations.
- Corporate Affairs.
- Executive Leadership and C-Suite Offices.
- Human Resources and Training.
- Digital Content and Social Media Management.
- Brand Management.

Course Offerings:

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

- Develop a powerful and authentic on-camera persona.
- Master vocal techniques including pitch, pace, and articulation for broadcast.
- Utilize body language and non-verbal cues to enhance on-screen presence.
- Operate a teleprompter and autocue with seamless professionalism.
- Write engaging and concise scripts tailored for broadcast media.
- Conduct compelling interviews and effectively manage panel discussions.
- Handle the pressures of live broadcasting and manage unexpected situations.
- Adapt presenting styles for various formats, from hard news to feature segments.
- Build a professional portfolio and personal brand for the media industry.
- Effectively engage with audiences across both traditional and digital platforms.

Course Methodology:

The training methodology at BIG BEN Training Center is rooted in experiential learning and practical application to ensure participants gain tangible skills. This course moves beyond theoretical lectures to create an immersive, studio-like environment. A significant portion of the training is dedicated to hands-on, on-camera practice sessions where participants perform various presenting tasks, including news reading, interviewing, and ad-libbing. Each performance is recorded and followed by constructive, personalized feedback from the instructor and peers, facilitating rapid improvement. The curriculum incorporates detailed analysis of case studies featuring renowned presenters to deconstruct their techniques and styles. Interactive workshops, group discussions, and role-playing scenarios are used to tackle challenges like handling difficult interviewees and managing live broadcast errors. We believe in learning by doing, and our approach ensures that every participant leaves the course with not only the knowledge but also the confidence and practical experience to excel in front of the camera from day one. This highly interactive and feedback-intensive model is central to the success of our training programs.

Course Agenda (Course Units):

Unit One: Foundations of On-Camera Presence

- Defining your unique presenting style.
- Understanding the psychology of the camera and the audience.
- Mastering vocal control, tone, and articulation.
- Developing confident and purposeful body language.
- Techniques for connecting with the audience through the lens.
- Overcoming on-camera anxiety and building confidence.
- Principles of appearance, wardrobe, and on-screen image.

Unit Two: Mastering the Technical Craft

- Professional microphone techniques for clear audio.
- Reading a teleprompter and autocue naturally.
- Understanding studio terminology and crew roles.
- Working with earpieces and receiving instructions from the gallery.
- Fundamentals of camera shots, angles, and framing.
- Interacting with on-screen graphics and visual aids.
- Navigating the physical studio environment effectively.

Unit Three: Scripting, Storytelling, and Delivery

- Writing compelling scripts for broadcast.
- The art of storytelling in visual media.
- Techniques for memorization and ad-libbing.
- Structuring a news report or feature segment.
- Delivering information with clarity, authority, and empathy.
- Adapting delivery for different program formats.
- Co-presenting and developing on-air chemistry.

Unit Four: Advanced Interviewing and Hosting Skills

- The principles of effective interview preparation and research.
- Techniques for asking insightful and probing questions.
- Managing different types of interviewees, from cooperative to hostile.
- Active listening skills for dynamic conversations.
- Hosting panel discussions and moderating debates.
- Conducting field interviews and on-location reporting.
- Ethical considerations in journalism and interviewing.

Unit Five: Live Broadcasting and Building Your Brand

- Managing the pressures and dynamics of live television.
- Techniques for handling breaking news and unexpected events.
- Recovering gracefully from on-air mistakes.
- Developing a strong personal brand as a presenter.
- Creating a professional showreel and portfolio.
- Utilizing social media to build an audience and professional network.
- Career strategies and navigating the media industry.

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 deepfakes and digital manipulation, what is the modern TV presenter's core responsibility in upholding authenticity and trust with the audience?

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

This course distinguishes itself through a relentless focus on personalized, practical application over passive learning. While many programs may cover the theoretical aspects of presenting, our curriculum is built around a core of intensive, on-camera practice with individualized, constructive feedback. We simulate a real-world broadcast environment, allowing participants to not only learn but also to perform, make mistakes, and refine their craft in a supportive setting. The methodology moves beyond generic advice, helping each participant discover and cultivate their own unique and authentic on-camera persona, rather than forcing them into a predefined mold. Furthermore, the course content is uniquely balanced, bridging the gap between traditional broadcasting fundamentals and the demands of the modern digital media landscape. Participants learn the time-honored skills of journalism and studio craft alongside contemporary strategies for personal branding and audience engagement on social platforms. This holistic approach ensures our graduates are versatile, confident, and fully equipped to thrive in the dynamic and ever-evolving media industry of today.