Powerful Professional Media Training and Public Speaking for PR Executives Training Course



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Doha

5500 € (Per Person)

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Course Introduction / Overview:

In today's fast-paced media world, public relations executives need more than just great writing skills. They must also be confident and effective communicators in high-stakes situations. This course, offered by BIG BEN Training Center, is designed to give you the skills to excel in media interviews, press conferences, and public speaking engagements. We will explore key ideas from influential academic authors like Dale Carnegie, whose book "The Art of Public Speaking" provides a timeless framework for commanding an audience. The program is built around practical, hands-on training to help you manage your message and handle tough questions with confidence. We'll cover everything from preparing for a TV interview to delivering a compelling keynote speech. This training helps you develop an authentic and persuasive communication style that builds trust and enhances your organization's reputation. By the end of this course, you'll be ready to step into the spotlight and be a powerful, credible spokesperson for your brand.

Target Audience / This training course is suitable for:

- Public relations managers, directors, and VPs.
- Corporate communications executives.
- Spokespeople and brand ambassadors.
- Senior leaders preparing for media interviews.
- Public affairs and government relations professionals.
- Crisis communication team members.
- Anyone responsible for representing an organization publicly.

Target Sectors and Industries:

- Corporate and private businesses.
- Public relations and marketing agencies.
- Government agencies and public sector.
- Financial and professional services.
- Technology and telecommunications.
- Media and entertainment.
- Healthcare and pharmaceuticals.

Target Organizations Departments:

- Corporate Communications.
- Public Relations.
- Public Affairs.
- Marketing.
- Executive Office.
- Investor Relations.
- Crisis Management.

Course Offerings:

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

- Prepare for and successfully execute high-stakes media interviews.
- Deliver confident and compelling presentations and speeches.
- Master on-camera and on-stage presence, including body language and tone of voice.
- Handle tough, unexpected, and hostile questions with poise.
- Stay on message and control the narrative in any public forum.
- Create and deliver a consistent, clear message for diverse audiences.
- Use storytelling to connect with journalists and the public.
- Turn public speaking opportunity into a way to build your brand's reputation.

Course Methodology:

Our training uses a highly interactive, hands-on approach that prepares you for real-world communication challenges. We go beyond simple lectures, focusing on practical exercises that get you ready for the spotlight. The program includes a series of simulated media interviews and public speaking sessions, all of which will be recorded and reviewed by BIG BEN Training Center's expert instructors. You will receive personalized, constructive feedback on your message delivery, body language, and verbal communication. We will also use role-playing scenarios to practice handling difficult questions and crisis situations. This approach helps you build muscle memory and confidence, so you can think on your feet and stay calm under pressure. Our goal is to make sure you have the skills to handle any public speaking opportunity with confidence and professionalism, transforming you into a powerful and persuasive spokesperson.

Course Agenda (Course Units):

Unit One: Foundations of Media and Public Speaking

- The role of the spokesperson in modern public relations.
- Understanding the media landscape and journalist's perspective.
- The psychology of public speaking and overcoming stage fright.
- The importance of a consistent message.
- Building a strong personal and professional presence.
- The link between effective communication and brand reputation.
- The value of preparation and practice.

Unit Two: Media Interview Preparation and Execution

- How to prepare for a media interview, from research to practice.
- The anatomy of a press release and how to use it in interviews.
- Mastering the on-camera presence: body language, tone, and appearance.
- Techniques for staying on message and bridging to key points.
- Handling tough questions, from “no comment” to a prepared response.
- The difference between live and pre-recorded interviews.
- Building relationships with journalists and producers.

Unit Three: Public Speaking and Presentation Skills

- Structuring a compelling presentation or speech.
- Using storytelling to engage and persuade an audience.
- The art of using visuals and props effectively.
- Vocal variety, pace, and projection.
- Engaging with an audience through Q&A sessions.
- How to adapt your message for different audiences and settings.
- Delivering a call to action that inspires and motivates.

Unit Four: Crisis Communication and High-Stakes Scenarios

- The role of a spokesperson during a crisis.
- How to communicate with the media when a crisis hits.
- Delivering a difficult message with empathy and authority.
- Handling hostile questions and managing negative feedback.
- The importance of transparency and honesty.
- Rebuilding trust and reputation after a crisis.
- The legal and ethical considerations of crisis communication.

Unit Five: Advanced Techniques and Personal Branding

- Advanced strategies for message framing and narrative control.
- The importance of a strong personal brand as a PR executive.
- Leveraging your public speaking skills for career growth.
- The role of digital and social media in public communication.
- Staying current with new media platforms and formats.
- The future of media training and public speaking.
- Creating a personal development plan for continued 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 age of instant communication and social media, how can a public relations executive use traditional media training and public speaking skills to build and protect a brand's reputation in real-time, especially when faced with online scrutiny or a rapidly developing crisis?

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

This training course is different because it's specifically designed for public relations executives and senior leaders who need to command a presence in high-stakes communication situations. We go beyond the basics of public speaking, focusing on the unique challenges and opportunities of media relations. The program is built around intense, hands-on simulations that mirror real-world scenarios, giving you the chance to practice your skills and get immediate feedback. Our instructors are seasoned professionals with deep experience in media and public relations. This course is for anyone who wants to become a confident, credible spokesperson for their organization, turning a high-pressure interview or public appearance into a strategic advantage.