Professional Spokesperson Media and Interview Skills Training Course



21 - 25 Dec 2026

Amsterdam

5900 € (Per Person)

Ref: #PR6721_135435

Course Introduction / Overview:

In today's hyper-connected world, the ability to communicate effectively through the media is no longer a specialized skill but a critical leadership competency. This intensive training course is meticulously designed to transform executives, officials, and subject matter experts into confident, credible, and compelling spokespersons. The program moves beyond basic public speaking, delving into the nuanced art of media engagement, message control, and on-camera performance. Drawing upon principles from communication theory and practical application, as explored in works like "On Message" by Nick Morgan, this course provides a comprehensive framework for navigating any media encounter. Participants will learn to craft and deliver powerful key messages, handle challenging questions with poise, and manage their non-verbal cues for maximum impact. BIG BEN Training Center has developed this curriculum to address the real-world pressures of press conferences, broadcast interviews, and digital media interactions, ensuring that every participant leaves with the strategic skills needed to protect and enhance their organization's reputation. This is a journey from understanding media theory to mastering media presence.

Target Audience / This training course is suitable for:

- Chief Executive Officers and C-Suite Executives.
- Public Relations and Corporate Communications Professionals.
- Government Officials and Public Sector Spokespersons.
- Heads of Departments and Senior Managers.
- Subject Matter Experts and Technical Specialists.
- Crisis Management Team Members.
- Non-Profit Leaders and Advocacy Campaign Managers.
- Investor Relations Officers.

Target Sectors and Industries:

- Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas.
- Government and Public Administration.
- Non-Profit and Non-Governmental Organizations.
- Education and Academia.
- Retail and Consumer Goods.

Target Organizations Departments:

- Executive Leadership and Senior Management.
- Corporate Communications.
- Public Relations.
- Marketing and Brand Management.
- Investor Relations.
- Legal and Compliance.
- Human Resources.
- Crisis Management Teams.

Course Offerings:

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

- Develop and refine clear, concise, and compelling key messages.
- Master techniques for controlling an interview and staying on message.
- Utilize bridging, flagging, and other advanced response strategies.
- Handle aggressive questioning and hostile interviews with confidence.
- Project credibility and authority through effective body language and vocal tone.
- Prepare effectively for different media formats, including print, radio, television, and digital.
- Manage media communications during a crisis to protect organizational reputation.
- Deliver impactful soundbites that are memorable and media-friendly.
- Conduct successful press conferences and media briefings.
- Analyze and improve their performance through video-recorded mock interviews.

Course Methodology:

The training methodology at BIG BEN Training Center is grounded in the principles of adult learning, emphasizing practical application and experiential discovery. This course is highly interactive and participatory, moving beyond theoretical lectures to immerse participants in realistic media scenarios. A significant portion of the training is dedicated to hands-on practice, including simulated on-camera interviews, mock press conferences, and role-playing exercises. Each participant will receive personalized coaching and constructive feedback based on video-recorded performance reviews, allowing for targeted skill development. The curriculum incorporates in-depth analysis of real-world case studies, examining both successful and unsuccessful media engagements to distill actionable lessons. Group discussions, brainstorming sessions, and peer feedback foster a collaborative learning environment where participants can share experiences and refine their strategies. This blended approach ensures that attendees not only understand the concepts but can also confidently apply them under pressure in any real-world media situation.

Course Agenda (Course Units):

Unit One: Foundations of Modern Media Engagement

- Understanding the 24/7 news cycle and digital media landscape.
- Defining the strategic role and responsibilities of a spokesperson.
- The psychology of media and audience perception.
- Crafting a powerful and consistent core message platform.
- Identifying and understanding your target audience.
- Anticipating journalist questions and preparing your agenda.
- The ethics of public communication and maintaining credibility.

Unit Two: Mastering Interview Control and Delivery

- The art of the soundbite and creating memorable quotes.
- Techniques for bridging from a difficult question to your key message.
- Flagging key points to guide the narrative.
- Controlling the interview environment and setting the tone.
- Mastering non-verbal communication for on-camera presence.
- Vocal training for tone, pace, and impact.
- Practical exercises in message delivery and control.

Unit Three: Navigating Different Media Formats

- Preparing for print and online publication interviews.
- Techniques for engaging radio interviews.
- Mastering the television interview, from studio to remote.
- Managing panel discussions and live Q&A sessions.
- Strategies for virtual interviews and webinars.
- Handling social media as a spokesperson.
- Dressing for on-camera success and visual branding.

Unit Four: Crisis Communication and Reputation Management

- Principles of effective crisis communication.
- Developing a crisis communication plan and holding statements.
- Serving as a spokesperson during a high-stakes situation.
- Delivering difficult news with empathy and authority.
- Managing rumors, misinformation, and negative press.
- Working with legal counsel during media engagement.
- Role-playing challenging crisis scenarios.

Unit Five: Proactive Media Relations and Advanced Simulation

- Building positive and professional relationships with journalists.
- Pitching stories and creating proactive media opportunities.
- Preparing and executing a successful press conference.
- Intensive, realistic, and recorded mock interview simulations.
- Comprehensive performance analysis and personalized feedback.
- Developing a personal action plan for continuous improvement.
- Final Q&A and review of key course takeaways.

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 rampant misinformation, how must a spokesperson adapt their strategies to maintain public trust and verify their authenticity beyond just the spoken word?

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

This course distinguishes itself through its relentless focus on practical, simulation-based learning that mirrors the high-stakes reality of modern media engagement. Unlike theoretical programs, our curriculum is built around a core of intensive, video-recorded mock interviews where participants face realistic and challenging scenarios. This methodology provides a unique opportunity for self-assessment and targeted improvement, guided by expert, personalized feedback. We move beyond generic public speaking advice to instill sophisticated communication techniques such as advanced bridging, message flagging, and non-verbal control tailored specifically for media encounters. Furthermore, the course deeply integrates crisis communication as a fundamental competency, not an optional add-on, ensuring every spokesperson is prepared for the most challenging situations. The curriculum is dynamically updated to address contemporary challenges, including navigating the digital media landscape and managing online reputation. The emphasis is on building authentic confidence and strategic agility, empowering participants to not just survive media scrutiny, but to leverage it as a powerful tool for organizational success.