



2023

# **MEDIA/SPOKESPERSON TRAINING**

*Putting Your Brand's Best Foot Forward - On Air,  
Online, Print and More*



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## Opportunity:

**Every media engagement is an opportunity to showcase your brand.** Our media/spokesperson training is tailored to empower your executives and brand representatives to thrive in any interview environment (oncamera, in person, virtually or on the phone). Depending on your organization's needs, both half- and full-day sessions are available to amplify your messages and successfully position your brand in the public eye.

## Media Best Practices Workshop:

Designed as both a primer for beginners or as a refresher to the more advanced professionals in the room, this interactive workshop is constructed to get your organization's spokespeople on the same page – introducing the ins and outs of interacting with the media in any form. Though each session can be expanded or customized to your group's specific needs, our expert-led core curriculum would cover at minimum the following foundational items:

- Best practices for facing interviews with increased confidence and control
- Interview tips and tricks and the best methods for preparation
- Body language 101
- Question control techniques
- Crafting (and sticking to) key messages
- Real-world scenarios and video clips of do's and don'ts
- Ways to tell your brand story based on the platform - broadcast, print, Zoom and more



## Executive Media Training (In Person or Virtual):

Created specifically for your executives, this option works one on one with your organization's top spokespeople to refine their image, message and delivery.

During this interactive program, we will work closely to develop their on-the-record persona, while identifying current weaknesses and fine tuning on the spot. Our goal is to ensure they shine with each media and speaking opportunity.

This program includes:

- A personal intake form so that each executive can personally assess their skills and opportunities for growth
- 1:1 mock interview simulation, taped for the speaker's reference
- On-the-spot debrief/critique and refinement of pressure points
- Follow-up written evaluation outlining discussion, individual speaker strengths and potential areas for improvement

## Media Training Refinement (In Person or Virtual):

Six months or a year down the line, this more advanced "check in" will allow your executive to revisit the learnings of their original training session and discuss any new pain points or challenges that have emerged.

## About NJF

MMGY NJF is the North American public relations, social and experiential marketing practice of MMGY Global. As marketers specializing solely in travel and hospitality, we help put brands on the map and navigate their narratives through innovative thinking, creativity and strategy.

MMGY NJF's boutique services and integrated approach are rooted in a long-standing history of building relationships, uncovering emerging trends and developing creative solutions to tell client stories. **For more information, visit [www.njfpr.com](http://www.njfpr.com)**

**To inquire further about how our media training experts can help you, contact:**

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