

Messaging & Media Mastery:

The Art of the Interview

*"The most practical, valuable and fun workshop I've ever attended.
Anyone who interfaces with the press should take this workshop."*

This unique workshop brings a fresh approach to helping corporate spokespeople understand how to both develop and deliver meaningful and memorable messages for any audience – and is an invaluable experience for those who conduct interviews with the press.

Messaging & Media Mastery is customized for each client's messaging requirements and conducted for small working groups of 4-5 participants.

Participants in this workshop will benefit from a better understanding of how to develop and deliver key messages, the steps required to properly prepare for media interviews, and the dynamics of the interview process itself.

This is not a 'text book' training program that discusses the theory of interviews. This is an interactive 'street smart' workshop that provides experiential learning for all participants.

Drawing upon 25 years of experience in conducting and participating in media interviews, and supported by direct feedback from dozens of leading technology and business editors, this workshop utilizes a role-play approach to help your team get the most out of media interviews.

"I can't believe how much more confident I am in handling telephone interviews with the press after taking this workshop. What a great investment of my time and money."

Participants in this workshop will benefit from:

- Understanding how to develop memorable and meaningful messages
- Understanding how to organize your messages for communicating with the media
- Understanding the interview situation
- Understanding the reporter's role
- Understanding the interviewee's role
- Understanding how to better control the interview situation
- Tips for preparing for press interviews
- Tips and techniques for conducting the interview
- Special emphasis on effectively handling telephone interviews with the press

Working with the Media

Media Interview Skills Workshops

Presentation Skills

Panel Participation Skills

Public Relations

Message Development

Messaging Audits

Analyst Relations Support

Strategic and Tactical PR Services

Press Tour Planning & Management

Marketing Support Services

Trade Show Presentation Theater Demo Skills

Podcast & Webcast Strategy & Production

VIP Events

Event Planning & Management

Business & Technical Writing Services

The sessions will be conducted as interactive workshops. The instructor will present a certain amount of information and then the attendees will be given the chance to use some of the techniques. The session will be highly interactive and customized based on the client's anticipated interview requirements.

As the final step of this workshop, telephone media interviews are conducted as a role play and audiotaped. The participants are then sent a copy of the mp3 file for review and observations, followed by a review and critique with the instructors.

These workshops can be used as general training or specific to an upcoming product launch or corporate announcement. Many companies elect to conduct this type of training workshop a few weeks prior to going on a press tour or starting a public relations campaign.

“As a senior executive of a Fortune 50 company, I never thought twice about how effective I was on press tours. Boy – did this ever open up my eyes! I’m implementing a company-wide policy regarding press tours and the use of messaging documents as a result of this workshop. And, I have informed each department head that this workshop is mandatory for anyone who deals with the media.”

Workshop Details: Messaging & Media Mastery

- No more than 6 participants per session
- Typical session is 4 hours
- Sessions conducted at client location
- Each participant receives an mp3 file of a role-play telephone interview (approx. two weeks after the session)
- Workshop includes a telephone review and critique for each participant (approx. two to three weeks after the session)
- Tips and Techniques handout for each participant

For more information on this unique workshop,
contact Isaac Lopez at Tabor Communications

360-576-5475

ilopez@TaborCommunications.com