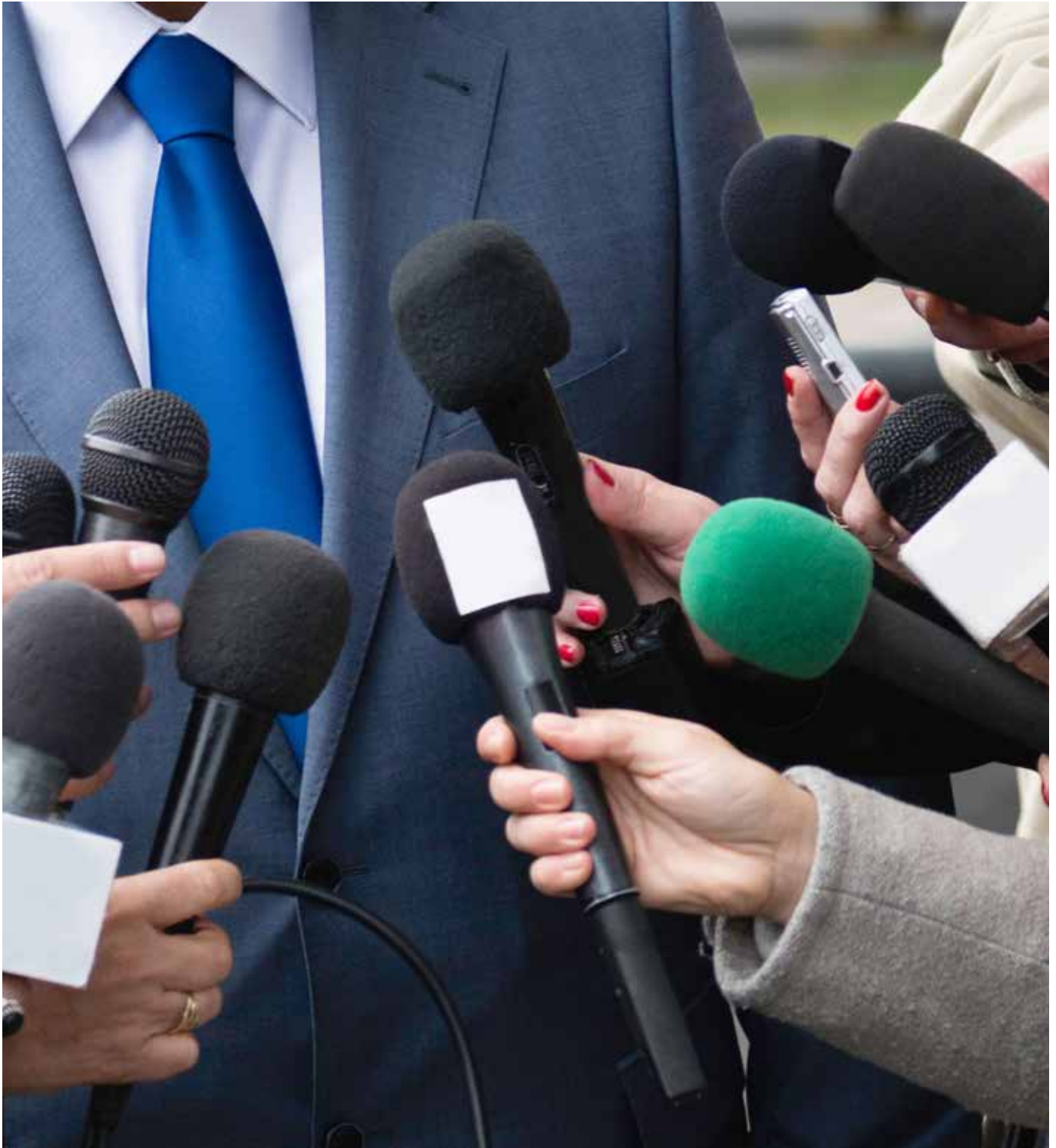


**Media
Training**

**SHORT COURSES
FOR PROFESSIONALS**

Media training at ISOC



What makes a great spokesperson?

The best interviewees are confident and engaging. They give interviews with high-value impact. They project expertise, and also inspire trust. They are polished, but also authentic.

They are natural and likeable. They are convincing and memorable. They answer tough questions without being evasive. They stay calm under pressure.

They weren't born that way. They mastered their art with high-quality media training.

Behind every great interview lies a set of core skills that can be taught, learned, practiced and perfected with high-quality and systematic coaching.

Many of the best trained at ISOC.

Spokespeople are guardians of reputation, and reputation is a business-critical asset

What you will learn



Preparation

- Grasp the strategic impact of interviews for reputation.
- Plan how to generate business value from an interview.
- Prepare for an interview using a structured process.
- Draft strong messages and proof points.
- Anticipate questions by analysing the journalist.

Familiarisation

- Build confidence through practice in a safe environment with encouraging feedback.
- Normalise interview situations so that you can relax and perform at your best.
- Familiarise with a variety of formats, styles and locations (TV, radio, print, online).
- Manage fear and nerves using proven techniques.
- Work with broadcast technology: microphones and cameras.

Performance

- Improve body language (eye contact, posture, movement and gesture).
- Build self-awareness and eliminate distracting mannerisms.
- Improve voice with attention to pace, tone and volume.
- Raise your energy levels for a dynamic and engaging delivery.

Content

- Use clear language at the right level (no jargon).
- Produce strong quotes and sound-bites.
- Use three key modes: Explain, Story and Conversation.
- Deploy facts to be convincing and authoritative.
- Find news angles to make your message relevant.

Dynamics

- Understand how journalists think and how they make news judgements.
- Use traditional bridging techniques and modern alternatives to get to your messages.
- Be proactive: steer the interview – subtly – onto safe and productive topics.
- Stay in control of the agenda, direction and dynamics of an interview.
- Avoid common mistakes and pitfalls.

Challenges

- Answer difficult questions using five universal strategies, without being evasive.
- Recognise crafty interviewing tricks and techniques.
- Handle aggressive journalists and confrontational questioning.
- Stay positive and calm under pressure.



Topics



Scenarios

You will do three to five practice interviews if you are training in a group, or up to 10 if you are training one-on-one. They will vary in topic, format and difficulty so that you are always stimulated and challenged, but never far out of your comfort zone.

The subject matter will be familiar, realistic and based around your own knowledge and expertise.

We recommend a mix of proactive topics (positive news or thought leadership) and reactive topics (problematic issues that require comment), since journalists will surely ask about both.



Interviews

INTERVIEW FORMATS

There are endless possibilities for scenarios. Here are a few:

- An “expert commentator” interview on a live rolling news show
- A studio interview for a major news announcement or launch
- A profile interview with a national newspaper, with a video clip for its website
- A telephone interview with a correspondent for an international newswire
- A studio interview with a discussion programme on a talk radio station
- A pre-recorded on-location interview for a local TV news feature package
- An informal stand-up interview with a reporter covering a conference
- A live evening TV panel discussion on a “thought leadership” topic
- A “down-the-line” interview speaking direct to camera with an earpiece





**Only skilled spokespeople
can deliver the right message
consistently and make it stick.
Only versatile spokespeople can
excite stakeholders about everyday
news – and reassure them in a crisis.**

Agenda



1) Core concepts

In the first of two briefings, your communication coach will cover the concepts and best practices that are central to every strong media interview. This section is brief – you will not sit through a long boring lecture.

You will learn to:

- Position your ideas as strong messages
- Reinforce them with examples and proof points
- Convince journalists of your news value
- Make the most of your voice and body language
- Work professionally with cameras and microphones
- Capitalise on opportunities and avoid mistakes

2) Structured preparation

We will give you a personalised interview scenario written to simulate topics and situations that you are likely to face in real media encounters.

Then while you wait for your turn to be interviewed, we will guide you through a structured preparation process using worksheets to develop the ideas and resources that you will need, including messages, proof points, news angles and media insight.

3) First interview

When you feel ready, we will bring you through to the interview room, equipped with a full mobile studio set-up including broadcast-standard camera, sound and lights. You will give a brief interview lasting around three minutes.

If this is your first time on camera, or you are feeling nervous, we will make it friendly and positive to help you familiarise, relax and perform to your full potential.

4) Feedback and coaching

Next, we will play back the interviews on a big screen. Your coach will pause the replay to give analysis and feedback, always positive and constructive, and always in the form of specific learning points that you can use to do better next time.

We normally give feedback in a group session so that everyone can learn from each other and benefit from discussions.

5) Advanced techniques

The second briefing covers best practice and techniques for difficult situations and challenging interviews.

You will watch fresh and relevant video clips showing practical examples of good and bad performance.

You will learn to:

- Answer tough questions without being evasive
- Deal with confrontational journalists
- Handle sensitive topics and crisis interviews
- Direct the interview agenda proactively
- Recognise and manage subtle dynamics at play

6) Further interview cycles

From now on, the session is purely practical. In a real interview, there is no time to reflect on theory: it must be internalised through practice so that you do the right thing instinctively.

You will spend most of your media training session “learning by doing” in a series of simulated interviews with the journalist.



Outcomes



After training

At the end of the day the communication coach reviews key learning points for everyone and reminds each person of their individual action points.

By this stage – without exception – we will have seen a measurable improvement in performance on camera, and everyone is feeling inspired and ready for the real thing.

The trainers will compile performance analysis reports and recommendations for HR and communication departments as required.

ISOC coaches are available by telephone and email for follow-up questions and advice.

RESOURCES

You will take away a comprehensive media training pack including:

- The ISOC media training manual. This comprehensive document covers all of the key principles and theory behind media interview performance and expands on the topics covered in training.
- A copy of your interviews on an ISOC memory stick.
- A set of A5 desk-drawer checklists for structured preparation.
- A wallet-sized ISOC reminder card for last-minute checks.
- Access to the ISOC Media Training e-learning course, the most comprehensive video media training programme available anywhere.

**ISOC courses are fun,
stimulating, interesting,
and designed around
practical skills that you
can put to work straight
away**

Media training format options

e-Learning

You can access self-paced e-learning for a video-based course, right now or whenever suits you. Learn from one of the world's top media trainers, with 20 years' experience coaching more than 2,000 spokespeople worldwide.

- Study at your own pace
 - 18 instructional video modules
 - 11 video case studies
 - 8 hours of guided interactive learning
 - Comprehensive content covering all aspects of media training theory
 - 24-month licence includes access to regular updates and new content
- isoc.com/media-training-elearning

Live on Zoom

You can join a public group media training course live online for an interactive session including simulated interviews, recorded and replayed via videoconference for on-the-spot individual coaching.

- Hosted live from the ISOC studios
- One full day of learning, delivered live online over two half-days
- Wednesday-Thursday 1000-1300 London time
- Includes licence to e-learning suite and updates
- Realistic simulated online interviews
- Video replay and coaching
- Save your interview clips (secure download)

Face-to-face

Public media training courses run regularly throughout the year at ISOC training centres (London and Dubai). Practice simulated interviews in a realistic studio environment with broadcast cameras, lights and sound.

- Small-group interactive format
- Comprehensive briefings on best practice
- Video examples of strong performances and mistakes
- Video replay and coaching
- Includes full written individual feedback report with personal development guidance
- Includes licences to e-learning suite and updates

In-house

If you're looking to train a senior executive or group of spokespeople, a tailored in-house programme is the way to go. Private format allows for more customisation and for spokespeople to practice sensitive content.

- Tailored learning mix (e.g. hostile vs friendly media)
- Customised interview scenarios (e.g. potential crisis or announcement)
- Choice of trainers and languages
- Extra reporting (management guidance and post-training data)
- Includes licences to e-learning suite and updates
- ISOC mobile studio at your location
- Available live online or face to face anywhere we can travel

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