

<https://www.isoc.com/media-relations-training>

## Strategic Media Engagement

<b>Face to Face</b>	ISOC London or Dubai
<b>Live Online</b>	ISOC Studio via Zoom
<b>Contact</b>	<a href="mailto:training@isoc.com">training@isoc.com</a>
<b>Price</b>	\$695 +VAT
<b>Duration</b>	One day
<b>Dates</b>	<a href="http://isoc.com">isoc.com</a>

**SHORT COURSES  
FOR PROFESSIONALS**

# Strategic Media Engagement



## Course overview

**This media relations training course for PR managers covers high-level engagement. You will learn to run strategic media campaigns and manage productive press office teams. Topics include crisis media relations and videotaped media training with replay coaching.**

You can join us either face to face or live online. The classroom version runs in London and Dubai as a one-day course. The online version is divided into two half-days and hosted live on Zoom from the ISOC studio.

Dates and booking:

<https://www.isoc.com/media-relations-training>

## LEARNING OUTCOMES

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After this course, you will be able to:

- Engage strategically with the media at an editorial level
- Follow trends and developments in media engagement
- Engage with media online, including blogger relations
- Build authority in the media through thought leadership
- Manage third-party advocacy and planned opportunism
- Navigate media ethics
- Support top spokespeople effectively in preparing for interviews

## Who should attend?

This is an advanced-level course designed for learners in senior roles, aspiring to mastery and innovation. Learning is pitched at a level to help you to synthesise best practice and direct strategic implementation.

This course is recommended for communication managers and directors with existing experience of handling the media, and whose advancing career now requires them to engage at a more strategic level.

NOTE: This is not a course for media relations professionals at an early career stage. If you are interested in hands-on, day-to-day media relations, consider a Core or Intermediate course such as “Essential Media Relations”.

# Course agenda



## Advanced media dynamics

This module covers top-level approaches to media management from a communication director's perspective.

- Navigating the charged relationship between PR and the media
- Balancing tactics and strategy
- Strategic media engagement
- Trends and developments in media relations tactics
- Online media relations: engaging journalists on the Web

## Building media authority

This module covers strategic engagement with journalists at a senior editorial level.

- Building authority in the media
- Thought leadership
- Stimulating and managing third party advocacy
- Issues-led media relations: planned opportunism
- Tricky situations, and how to handle them

## Ethics in media relations

This module deals with why and how communications professionals can and ought to “do the right thing” in dealings with the media.

- Managing the reputation of the reputation managers
- Universal codes and principles of ethics as applied to PR
- Veracity, harm avoidance, beneficence, confidentiality and fairness

## Supporting spokespeople

This module covers how to prepare senior spokespeople to perform well in media interviews, from the perspective of a communication director.

- Media insight
- Analysing the news landscape
- Practical messaging for interviews
- Predicting questions
- Q&A and briefing documents



# Training at ISOC



## About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

## WHAT TO EXPECT

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Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are top industry professionals, not academics

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



# International School of Communication

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