



Media Interview Training

**SHORT COURSES
FOR PROFESSIONALS**

Media Interview Training



Course overview

Media Interview Training is a one-day media training course for spokespeople and communication professionals. It covers the full range of media interview strategies and techniques, from preparation to performance. The course includes realistic on-camera interview simulations with individual coaching in a positive, supportive, confidence-building environment.

LEARNING OUTCOMES

After this course, you will be able to:

- Perform confidently and effectively in all types of media interview
- Communicate powerful and memorable messages
- Handle difficult questions and turn them to your advantage
- Build self-awareness and improve body language and appearance
- Understand and control interview dynamics
- Understand journalists, their motivations and news values
- Recognise and avoid common mistakes, tricks and pitfalls
- Anticipate and prepare for challenging topics

Who should attend?

This is a universal course designed for a wide range of learners. Training is pitched at a level to help you analyse core concepts and execute universal skills.

This course is recommended for anyone who may be involved in media interviews or briefing the media on behalf of a spokesperson. Participants may be working either behind the scenes in a PR advisory role or as a spokesperson.

Course agenda



Preparation and confidence

This module covers the core concepts of media training theory, including practical examples in video clips.

- Developing and using messages in interviews
- Using soft and hard proof points to make messages credible and memorable
- Understanding news values and how these will affect the interview
- Body language and physical appearance
- Working with cameras and microphones
- Structured preparation using a step-by-step model

On-camera simulation

In this module, you will prepare systematically for an imaginary scenario and then take part in a simulated media interview, followed by individual feedback

- Evaluating the journalist, media and news environment
- Preparing messages and proof points
- Anticipating and preparing answers for likely questions
- Simulated interview on camera with a training journalist
- Video replay with individual performance coaching

This interview scenario will be friendly and straightforward. The purpose is familiarisation, self-awareness and confidence building.

Interview dynamics

In this module, you will learn to understand the underlying dynamics of media interviews, in order to take control of the agenda. This is followed by another simulation exercise.

- Interviewer tactics to watch out for
- Power dynamics
- Managing aggressive or pushy questioning
- Guiding the agenda: proactive messaging

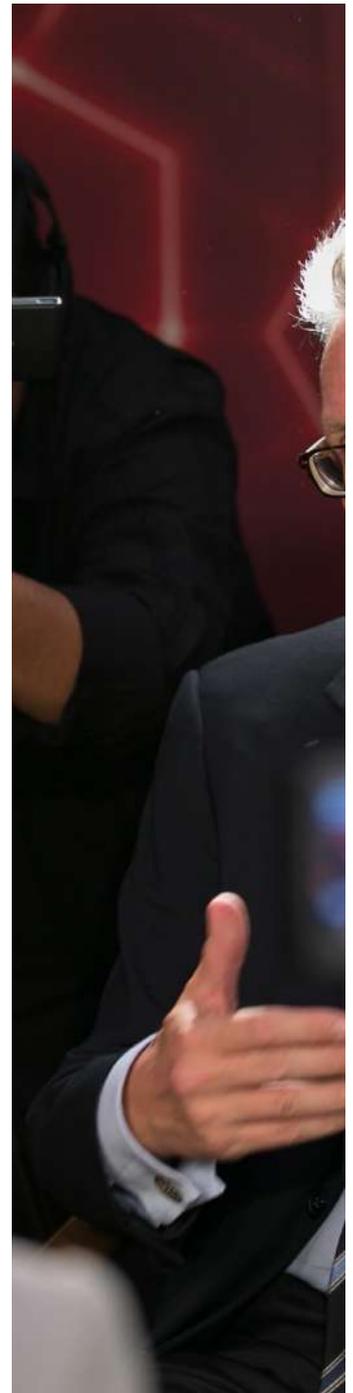
This interview will focus on a positive news announcement. The purpose is to practice proactive messaging, while implementing performance feedback.

Difficult questions

In this module, you will learn techniques for answering difficult questions, including universally effective approaches. This is followed by another simulation exercise.

- Seven categories of question that do not need to be answered
- The classic “blocking and bridging” approach and its shortcomings
- The flexible “dig for gold” strategy
- The universal “zoom in, zoom out” technique

The final interview will include some challenging questions, as appropriate to each learner’s level. The learning atmosphere



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

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 senior industry professionals

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



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Approved Centre from Pearson

LONDON

- ✉ london@isoc.com
- ☎ +44 (0) 20 3876 7910
- 📍 13 Grosvenor Place
London SW1X 7HH
United Kingdom



DUBAI

- ✉ dubai@isoc.com
- ☎ +971 (0) 44 46 48 24
- 📍 Training: Media One Hotel
Office: 408 Loft 2C, Media City
PO Box 502176, Dubai, UAE



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www.isoc.com