

Succeed in your interviews thanks to media training

**COM-30** **2 Days (14 Hours)**

Description

The media are essential in any good communication strategy. However, it is not always natural to express yourself with ease in front of a microphone, a camera or the audience of a press conference! Media training teaches the techniques used by professionals. It allows you to play on equal terms with them, avoiding their traps as well as mistakes made through lack of practice. Acquiring this know-how and assimilating journalistic constraints makes all the difference between a good and a bad 'paper', a good and a bad interview. This is the purpose of this media training training.

Who is this training for ?

For whom

Business manager, manager and senior executive. Director of communications, spokesperson. Anyone required to speak to the media.

Prerequisites

None.

Training objectives

- Understand the constraints of journalists to better convey your messages to the media
- Gain confidence and confidence during interviews thanks to filmed training sessions

Training program

Comprendre les journalistes

- The training program Expand all Reduce all Their motivations.
- Their constraints.
- Their expectations.
- What irritates journalists .

Comprendre l'information

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email We are at your disposal De Lun - Ven 09h00-18h00

- The degree of urgency of the information.
- Its interest.
- Its cost.
- Specialized press or general public.
- Written, radio or television press or on the web? New media: social networks, Facebook, Twitter.
- National or regional press.

Préparer l'interview

- Prepare your interventions and interviews.
- Define your message: what the journalist should take away from the interview.
- Discern the 'angle' of journalism.
- Define your 'angle' and decline it.
- The expectations of new 'journalists'.

Maîtriser l'interview L'attitude durant l'interview (la voix, le ton, les gestes...).

- Mistakes to avoid.
- The specificities of interviews: direct and delayed.
- Pitfalls during the interview.

Connaître les techniques

- Radio editing.
- TV editing.
- Information on the web in real time.

Les règles

- Ethics.
- The 'off'.
- The right of reply.
- The 'protocol' (to do or not to do ...).