



SM046: Intensive Media Relations Management

Training Description:

This intensive training course covers the full spectrum of media relations skills. Participants will explore their media landscape, news values, journalist psychology and engagement. Training includes realistic video role-play media interviews with feedback coaching.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Navigate clearly through the landscape of media, journalists and news
- ✓ Make strong news judgments to secure prominent coverage
- ✓ Pitch stories effectively to journalists to get even borderline stories published
- ✓ Engage the media proactively using creative PR platforms and techniques
- ✓ Conduct media relations online
- ✓ Prepare and coach spokespeople for encounters with journalists
- ✓ Give strong and confident media interviews
- ✓ Plan and manage press conferences

Training Designed for:

This course is intended for learners with existing knowledge and several years of experience in communications or PR. Learning is pitched at a level to help you develop strategic approaches and apply sophisticated techniques. This course is recommended for managers, executives, communication and PR professionals seeking a rounded skill-set in handling the media.

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ PRE-TEST
- ❖ Introduction
- ❖ **Module 01: Essential Media Relations**

This one-day module covers the key concepts and techniques that effective PR professionals use to get stories covered positively and prominently in print, broadcast and online media.

- The media landscape: how to map out the full range of forms of news media, and how to engage effectively with different media
- Journalists: how to understand and work with journalists to influence and shape coverage
- News judgment: understanding how journalists decide what makes news

- Pitching stories: how to sell-in stories to journalists by creating and executing effective pitches

❖ **Recap**

DAY TWO:

❖ **Module 02: Creativity in Communications and PR**

This one-day module delivers inspiration and practical tools with which to create distinctive PR ideas that will outshine the competition, stick in people's minds, and achieve results.

- Creativity in PR: principles of creativity and its importance for PR
- Creativity showcase: a case-study driven rolling workshop in which learners examine the key success factors behind creative PR campaigns and extract practical lessons
- Facilitating creativity: a toolbox of practical creativity techniques and processes
- Creativity in practice: an in-class creativity workshop applying all of the creativity concepts and techniques covered during the course

❖ **Recap**

DAY THREE:

❖ **Module 03: Strategic Media Engagement**

This one-day module covers sophisticated approaches to media relations that will enable PR professionals with some media experience to take their career to the next level.

- Creative news and media management: how to generate creative news angles and secure prominent coverage even for borderline stories
- Innovative media engagement tactics: how to engage journalists using innovative techniques
- Online media relations: how to conduct media relations on the Web and align your media relations work with online social media
- Preparing and coaching spokespeople: how to brief and debrief spokespeople so that they perform effectively in media interviews

❖ **Recap**

DAY FOUR:

❖ **Module 04: Media training**

This one-day module covers how to engage with the media in a variety of formats. Topics covered include:

- Effective preparation for interviews
- Body language, such as appearing engaged
- Voice – including tone, projection, variation and emphasis of key points
- Confidence and clarity (ability to be understood and avoidance of jargon)
- Avoiding tricks, traps and pitfalls

❖ **Recap**

DAY FIVE:

❖ **Press Conference Management**

This one-day module covers best-practice techniques for preparing and managing successful press conferences, from concept to execution.

- Press conference planning: best practice in planning press conferences

- When and how to use press conferences, based on case studies of successful and effective execution
- Press conference preparation: how to prepare venues, resources, materials and spokespeople for a press conference
- Press conference execution: a practical primer in how to make a press conference happen
- Press conference facilitation: the role of the PR professional in hosting, chairing, stage-managing and troubleshooting a press conference

❖ **Course Conclusion**

❖ **POST-TEST and EVALUATION**

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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