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MASTERING MEDIA COMMUNICATION

Start Date:	07/03/2027	**End Date:**	11/03/2027
Categories:	Public Relations & Market	**Venues:**	Kuwait
Formats:	In Person	**Instructors:**	

OVERVIEW

This course provides professionals with the tools and techniques needed to manage media interactions, speak confidently during interviews, and convey messages effectively through various channels. It focuses on both proactive media engagement and crisis communication.

OBJECTIVES

By the end of this course, participants will be able to: – Understand how media operates and what journalists look for. – Prepare and deliver clear, persuasive messages during interviews. – Handle difficult questions and stay on message under pressure. – Build media relationships and craft key talking points. – Respond effectively in high-stakes or crisis situations.

COURSE OUTLINE

1- Media Landscape and Key Players 2- Message Crafting and Spokesperson Skills 3- Interview Techniques and On-Camera Practice 4- Media Relations and Press Strategy 5- Crisis Communication and Response Planning

TARGET AUDIENCE

All Supervisory Levels, Executives, PR officers, media spokespeople, communication professionals, and anyone dealing with public messaging.

METHODOLOGY

Live interview simulations, message development labs, media drills, and camera practice.

CONCLUSION

Participants will be confident and well-prepared to represent their organization in media interactions with credibility and composure.

DAILY AGENDA

Day 1: Media Fundamentals

Understand the media’s role, interests, and communication dynamics.

Day 2: Crafting the Message

Develop key messages and soundbites that resonate with audiences.

Day 3: Interview Techniques

Practice answering tough questions and managing body language.

Day 4: Media Relations Strategy

Build strategic media lists, pitch stories, and foster strong media ties.

Day 5: Crisis Readiness

Simulate crisis interviews and craft calm, controlled responses.

For more information, please contact us:
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