



The Influential Media Spokesperson



Media Skills

Is The Media Spokesperson Program For You?

This program is for those who want to handle tough media and also take strategic advantage of various kinds of media opportunities to advance business interests.

You'll Walk Away Totally Prepared To Master The Media.

The world of media is powerful but tricky. In this certainly one-of-a-kind program, Emmy-award winning broadcaster and top executive coach, Connie Dieken, helps you navigate.

Think about this scenario. The media calls. Your reputation is at stake. So are your profitability and the relationships that you've spent years building. How will you handle it? Do you want to prevent looking foolish or sounding ill informed? Do you want to protect your brand and your reputation? Are you concerned about how to handle reporters' tough questions?

Better yet - no matter the reason for any particular call, how will you 'get' called when you would like help spreading certain messages and news?

What You'll Learn:

You'll feel confident in your new skills to deal successfully with any type of media coverage. And, you'll be ready to identify and take advantage of particular media opportunities in your area. You'll be able to confidently deliver through other forms of media such as webinars.

You'll Also Discover How to:

- Understand the media's true agenda
- Avoid disastrous results
- Connect with your real audience
- Edit yourself instead of being edited by the media
- Accurately predict reporters' questions
- Cross leverage multiple forms of media such as webinars
- Develop your key messages
- Think on your feet to bridge negative questions
- Appear relaxed and likeable
- Come across as credible and a go-to expert
- See yourself as others do
- Speak convincingly to your target audience's needs

Which Program Format Is Right For You?

We deliver this program in a variety of formats depending on your needs, including:

- Executive Coaching
- Keynotes & Events
- Group Training

We offer full-day, 1/2 day, retreats, webinar series, and other formats.