

MANAGING THE MEDIA AND MEDIA RELATIONS

IN-HOUSE TRAINING

WHAT'S INCLUDED

AstroTech Training will provide:

- > A detailed manual/workbook and electronic copy of course material
- > Professional presentation of the course content, case studies and practical exercises
- > One month of free telephonic and e-mail support included
- > Certificate of completion
- > Delivery of course material *(unless otherwise arranged)*
- > Travel and Accommodation for the Facilitator *(if required)*

PLEASE WILL YOU PROVIDE:

- > A suitable training venue with data projector
- > White Board and/or Flip Chart and markers
- > Lunch and refreshments daily

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COURSE OVERVIEW

The time to learn how to best deal with the media is not "on-the-job". You need to be able to know how to deal with journalists and reporters before your company and its reputation is in the spotlight. Media relations can have a huge impact on the reputation of your company and brand and it is critical that your organisation is reflected well in all of your media interactions.

To assist in preparing you to deal well with all media interactions, AstroTech is running a training course called "Managing the Media and Media Relations".

The course covers the following key topics:

- > The differences between radio, print and TV
- > Preparing and planning for an interview
- > Steering and controlling an interview the way you want it to go
- > Using effective messaging that reflects the quality of your organisation
- > Jargon, abbreviations and technical terms
- > What is a sound bite and how to create one
- > What to expect at the studio (Green rooms, make-up, cameras and mics, timing, autocues, etc)
- > Making it interesting with anecdotes and examples
- > Having facts and statistics on hand to boost your credibility
- > Handling crisis interviews and ambush interviews
- > Live vs. recorded interviews
- > Managing talk shows and phone-ins
- > Knowing what to wear
- > Learning to smile and the importance of smiling
- > Being aware of your body language
- > Projecting your voice, clarity and pace
- > Feeling confident even in difficult interviews
- > Practical interview practice with playback and feedback

...AND MUCH MORE!



COURSE INFORMATION

★ WHO SHOULD ATTEND

- Company executives and directors
- Managers required to interact with the media
- Company spokespeople
- Public relations and corporate communications personnel

★ OUTCOMES

After attending this course attendees should:

- Be able to confidently and competently deal with the media
- Learn how to get your message across
- Know how to project the right image in terms of dress, body language and message delivery
- Understand the media better

★ SETA ACCREDITATION

AstroTech Training is accredited as a Training Provider with the Services SETA (No. 3852)

Make sure that you complete your Workplace Skills Plan, and you can claim back the relevant percentage of your Skills Development Levies!

★ LEVEL 2 BBBEE STATUS

Spending with AstroTech counts twice! You can claim 125% of any training spend with us towards your Procurement scorecard, and everything spent with us on training your qualifying staff will count towards your Skills Development target!

★ TERMS & CONDITIONS

- **PAYMENTS:**
Payment terms are **30** (thirty) days from date of course completion. The final invoice will be based on the **confirmed minimum number of delegates** provided as follows:
COURSES INSIDE GAUTENG: At least **SEVEN** working days prior to the course
COURSES OUTSIDE GAUTENG: At least **TEN** working days prior to the course
Absent delegates are charged for.
- **POSTPONEMENTS:**
POSTPONE WITHOUT COSTS: If you advise us **at least TWO** weeks prior to the course
PAY 25% OF THE COURSE FEE: If you advise us **less than TWO** weeks prior to the course
PAY 100% OF THE COURSE FEE: If you advise us **within ONE** week of the scheduled course
Once you have postponed, you **cannot** subsequently **cancel** without being liable for the **FULL** course fee.
A new date convenient to both parties will be agreed upon, however all postponements need to be utilised within **SIX** months of the original scheduled course date.
- **CANCELLATIONS:**
CANCEL WITHOUT COSTS: If you advise us **at least TWO** weeks prior to the course
PAY 50% OF THE COURSE FEE: If you advise us **less than TWO** weeks prior to the course
PAY 100% OF THE COURSE FEE: If you advise us **within ONE** week of the scheduled course
- **PRESENTERS:**
Should it be necessary, AstroTech Training reserves the right to substitute the presenter.
- **VENUE:**
If you have chosen to use the AstroTech Conference Centre as the venue for your training, the terms and conditions specific to Conferencing will be provided separately for your acceptance and signature.
- **COMMUNICATION:**
When a person registers on the AstroTech website, is registered on an AstroTech course or sends an email to AstroTech, that person consents to receiving communications electronically or otherwise from AstroTech and/or its business partners.
- **DISCLAIMER:**
AstroTech Training will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by AstroTech to the client.