

Media Management

In the past, CEOs and Press Officers only needed to prepare for planned, carefully managed press and media interactions such as press releases, press conferences and TV, radio and newspaper interviews.

Today, the impact of social media has increased the business risk of miscommunication to a new high. Executives not only need to consider the business impact of their staff's social media activities, they also need to consider social media as a new marketing and customer contact channel.

The Pitch Doctor's combined expertise in the media industry and the business world enables us to guide you through a comprehensive approach to handling the media in all of its forms, so that you communicate with your shareholders, partners and customers in the most considerate, intelligent, respectful and tactful way.

Course Contents

- Understanding the role of the traditional media
- Recognising the business value of media relationships
- Building connections with the press and media
- Managing the flow of information
- The perfect interview
- Working to camera
- Understanding the impact of new media and social media
- Implementing a media strategy across your business

Target Audience

- Executives who speak on behalf of their organisation
- Press Officers
- Marketing Communications staff
- Managers of staff who interact with customers using social media technologies

The Pitch Doctor

The Pitch Doctor - Paul Boross - and his team of professional trainers have one mission: to help you win business.

How? By coaching you in the art and science of pitching. By showing you how to present yourself, your company and your product to optimal effect. By equipping you with a toolkit of psychology, NLP, performance, communication and storytelling techniques that not only deliver commercial results, but build relationships and keep clients coming back for more.

In short, by giving you the skills to win and the confidence to dare to.