



## MEDIA COMMUNICATIONS LAB [TRAINING]

PREPARING FOR AN INTERVIEW OR MEDIA BRIEFING.  
CRAFTING YOUR KEY MESSAGES. SPEAKING TO A PUBLIC.  
INTERACTING WITH SOCIAL MEDIA AND TRADITIONAL MEDIA ORGANIZATIONS.

### OVERVIEW

It's getting crazy out there. No matter what part of the world we are in, the things we write or read can travel across the globe in a matter of seconds. Each message you are putting out there, either verbally, or on social media, or in email, has the potential to change the course of events in your business or private life while also impacting another human being.

Traditional and social media are some of the most powerful ways to increase your visibility, establish your reputation, and set you apart from the competition.



Learn how to prepare, control, and conduct various media interviews, press conferences, and virtual live events on social media.

The Media Communications program is an interactive, highly dynamic, personalized, and hands-on journey for anyone willing to test the limits and discover a skillful art of communication with the media.



Learn to look and sound confident and credible on camera and communicate effectively to the media.

Your PR team or your PR agency can do a lot of magic, but no one will tell your incredible story or protect your business better than you.



Receive personalized feedback on your media communications capabilities. Learn practical media interaction techniques.

Media Communications training can make a difference between creating a strong positive story about you or your brand or damaging your reputation...



Learn and practice how to address social media in case of a crisis in the business environment.

**Does everyone need Media Communications training? Yes.**



- Online live sessions
- Self-paced online training
- Face - to - face



- High-level executives
- Business owners
- Emerging leaders



- Lecture/ theory: 90 min
- Roleplay / practice: 90-120 min

### THE TRAINER

[WWW.REPUTATION-SCIENCE.COM](http://WWW.REPUTATION-SCIENCE.COM)

Lausanne, CH | Denver, CO, USA | [info@reputation-science.com](mailto:info@reputation-science.com)



**NATASHA Konstantinova** is a towering figure in the world of corporate communications, media, crisis management, and global reputation science. What sets Natasha apart is her remarkable poise and level-headedness, leadership qualities that allow her creativity to shine through when things get tough. And she is the one who always challenges the norm and demonstrates the courage to go above and beyond.

Natasha is a true leader with a big heart and a unique approach for every person that life connects her with. She projects the kind of class and confidence that her colleagues and clients tap for their businesses.

Fortune 500 companies, global institutions, foundations, and diverse industries across different continents are part of her work experience. She invests herself, body and soul, into her work, and she has your back when things take an unexpected turn.

## MODULES

### MEDIA COMMUNICATION LAB

- 1. What's behind the media?**
  - Who are they?
  - How do they work?
  - Myths about the media
- 2. Preparing for media interactions**
  - Steps to follow
  - Defining and preparing your messages and Q&A
- 3. Media Interview: dress for the best**
  - How to look your best at the media interview
  - What to consider, what to avoid
- 4. During media interactions**
  - What to Know and Remember
  - Ethics of media interview
  - The magic techniques to help you do great
- 5. The power of your body language during media interviews**
  - Look and sound confident and credible on camera
  - Non-verbal communications in media interviews
- 6. Getting through Social media crisis**
  - Social media strategy in crisis
  - Developing and practicing your responses
- 7. Case studies**
  - Learn how global leaders employ (or not!) the tactics of media communication in their daily lives
- 8. Role Play and Practice**
  - Various media interviews (on/off-camera)
  - Press briefing