



Half-Day Media Training Workshop Programme

This half-day Media Training Workshop is designed to equip participants with the knowledge, skills and confidence to engage effectively with the media. The workshop combines theory, practical exercises, and simulated media interactions to ensure participants are well prepared to handle interviews, manage key messages, and protect organisational reputation.

Workshop Overview

Duration: Half day (4 hours)

Target Audience: Executives, senior managers, spokespersons, and subject matter experts

Methodology: Interactive presentations, facilitated discussions, case studies, role-play, and mock interviews

Learning Objectives

- Understand how the media operates and what journalists look for
- Develop clear, credible, and consistent key messages
- Build confidence in handling print, broadcast, and online media interviews
- Respond effectively to difficult, sensitive, or crisis-related questions
- Protect personal and organisational reputation during media engagement

Programme Agenda

Session 1: Introduction to the Media Landscape (45 minutes)

This session provides an overview of the modern media environment, including traditional, digital, and social media platforms. Participants will gain insight into how journalists work, newsroom pressures and how stories are selected and framed.

1. Key Topics:

Overview of print, broadcast, online and social media
How journalists source, develop and publish stories
Understanding news values and deadlines
The role of spokespersons and media ethics

Session 2: Developing Key Messages (60 minutes)

Participants will learn how to develop and structure strong key messages that are clear, concise and aligned with organisational objectives. The session focuses on message discipline and avoiding common communication pitfalls.

2. Key Topics:

- What are key messages and why they matter
- Message mapping techniques
- Bridging, flagging and hooking techniques
- Avoiding jargon and technical language
- Aligning messages with organisational values and strategy

Practical Exercise:

Participants will work individually or in small groups to develop three core key messages relevant to their role or organisation, followed by facilitated feedback.

Session 3: Media Interview Skills (60 minutes)

This session focuses on practical interview skills for television, radio and print media. Participants will learn how to present themselves professionally, control the interview and communicate with confidence.

3. Key Topics:

- Preparing for media interviews
- On-camera presence and body language
- Voice control and clarity
- Staying on message under pressure
- Dos and don'ts of media interviews

Session 4: Handling Difficult Questions and Crisis Situations (45 minutes)

Participants will be guided on how to respond to challenging, hostile or sensitive questions, particularly in high-risk or crisis situations. The session emphasises honesty, composure and reputational protection.

4. Key Topics:

- Types of difficult questions
- Techniques for deflecting without avoiding
- Managing emotional responses
- Communicating during crises
- Legal and reputational considerations

Session 5: Mock Media Interviews and Feedback (45 minutes)

Participants will take part in simulated media interviews based on realistic scenarios. Each interview will be followed by constructive feedback from the facilitator and peers.

5. Activities:

Television or radio-style mock interviews
Print media question-and-answer simulation
Individual and group feedback

Wrap-Up and Key Takeaways (15 minutes)

The workshop concludes with a summary of key lessons, final questions and practical tips for ongoing media engagement. Participants will leave with increased confidence and a clear framework for engaging with the media effectively.

Expected Outcomes

- Improved confidence in engaging with the media
- Clear understanding of how to prepare for interviews
- Ability to deliver clear and consistent messages
- Enhanced capability to manage difficult media situations