



Dr Neryl East



# ADVANCED MEDIA INTERVIEW SKILLS

*Be heard. Stand out. Command Influence.*

## A master class to ensure you get your message across through the media

The ability to communicate with confidence, clarity and credibility in the glare of the media spotlight is critical for any leader or aspiring leader. Successfully engaging with the media requires a specific skill set and an understanding of how journalists work. This workshop provides practical tools that can be immediately applied to media interviews and other interactions with journalists.

### At the end of this workshop, participants will:

- ◆ Understand how the media works and what journalists seek from a spokesperson
- ◆ Have practical skills in one-on-one interviews and media conference scenarios
- ◆ Know what to do if caught in a negative media situation
- ◆ Understand the interaction between traditional and social media

### In this workshop we will cover:

- ◆ How the media works
- ◆ Your role as a spokesperson
- ◆ News conferences, one-on-ones and doorstops
- ◆ News versus public information
- ◆ Specific interview techniques
- ◆ Managing negative questions
- ◆ Interplay between traditional and social media
- ◆ Putting it into practice

*Advanced Media Interview Skills* can be delivered as a one-day or half-day program or equivalent. Depending on your needs, we work with a professional camera crew to ensure participants have realistic interview practice. It can also be delivered online.

### What participants say about Neryl's presentations:

*"Neryl's pragmatic, no-nonsense, yet supportive approach guides you through building great communication, credibility and influence in any scenario."*

-Merryn Spencer, Straight Talk

*"Very relevant content - a toolkit for participants to take away and use immediately in their workplaces."*

- Caryn Morgan, CMA Events

*"Can I say THANK YOU so much for an amazing workshop - I found it extremely powerful."*

- Samantha Kendrick, Telstra

*"Your training was so well-received, and we've had lots of great feedback from staff who participated. We've even already started implementing some of the tips you provided."*

- Mieka Symes, Mildura Rural City Council

### About Dr Neryl East CSP

Neryl has more than 30 years experience as a professional communicator, including over a decade as a journalist in television, radio and print.

She is a Certified Speaking Professional (CSP), an international designation awarded to only a small percentage of outstanding speakers worldwide. Neryl has a PhD in Journalism and is the recipient of national journalism awards. She's an Amazon best-selling author on communication and media and a highly skilled and qualified educator. Neryl is also a sought-after adviser to government, business and not-for-profit leaders.

Contact: [info@neryleast.com](mailto:info@neryleast.com)