PR, MEDIA AND MARKETING

PR32 Facing The Media

This comprehensive course is meticulously crafted to equip senior professionals with the indispensable skills necessary for adeptly navigating media interactions. Through immersive and hands-on sessions, delegates will master the art of communicating with confidence and authority, vital for effectively delivering organisational messages amidst the scrutiny of the media landscape. Our dynamic approach immerses participants in realistic scenarios, empowering them to retain control and clarity while facing challenging questions. By the course's conclusion, delegates will possess practical tools and strategies to enhance their media presence and inspire trust in their audience.

Course Information

Duration: 2 days

London (£1980): 27th January 2026, 21st April 2026, 16th June 2026, 4th August 2026, 29th September 2026, 17th November 2026, 26th January 2027, 20th April 2027, 17th August 2027, 30th November 2027, 7th March 2028

Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

Who is the course suitable for?

This course is tailored for Senior Managers, Directors of Public Relations, and professionals across all levels who engage with the media, whether through television or print interviews. It is especially pertinent for those tasked with briefing corporate interviewees or managing media enquiries, ensuring they are equipped to navigate various media platforms confidently and effectively.

Course profile

Mastering Media Engagement

- Understanding Media Dynamics
- Crafting Compelling Key Messages
- Enhancing On-camera Presence
- Handling Difficult Questions with Finesse
- Leveraging Visuals and Body Language

Advanced Media Navigation

- Navigating Press Interviews with Precision
- Mastering Interview Techniques
- Understanding On and Off-the-Record Protocol
- Adapting Language and Tone for Different Media Platforms
- Managing Crisis Communication

Competencies

At the end of the course delegates will be able to:

- Command media interactions with confidence and presence.
- Effectively prepare for and handle difficult questions from journalists.
- Craft and deliver compelling key messages and soundbites.
- Utilise appropriate language, tone, and body language for impactful communication.
- Navigate different media interview styles and scenarios with ease.
- Retain control and clarity in high-pressure media environments.
- Analyse and improve their own media performance through constructive feedback.
- Strategically manage media interactions to uphold organisational objectives.

Course Booking

Call us: +44 (0) 207 724 6007

Email us: training@lmcuk.com

www.lmcuk.com

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