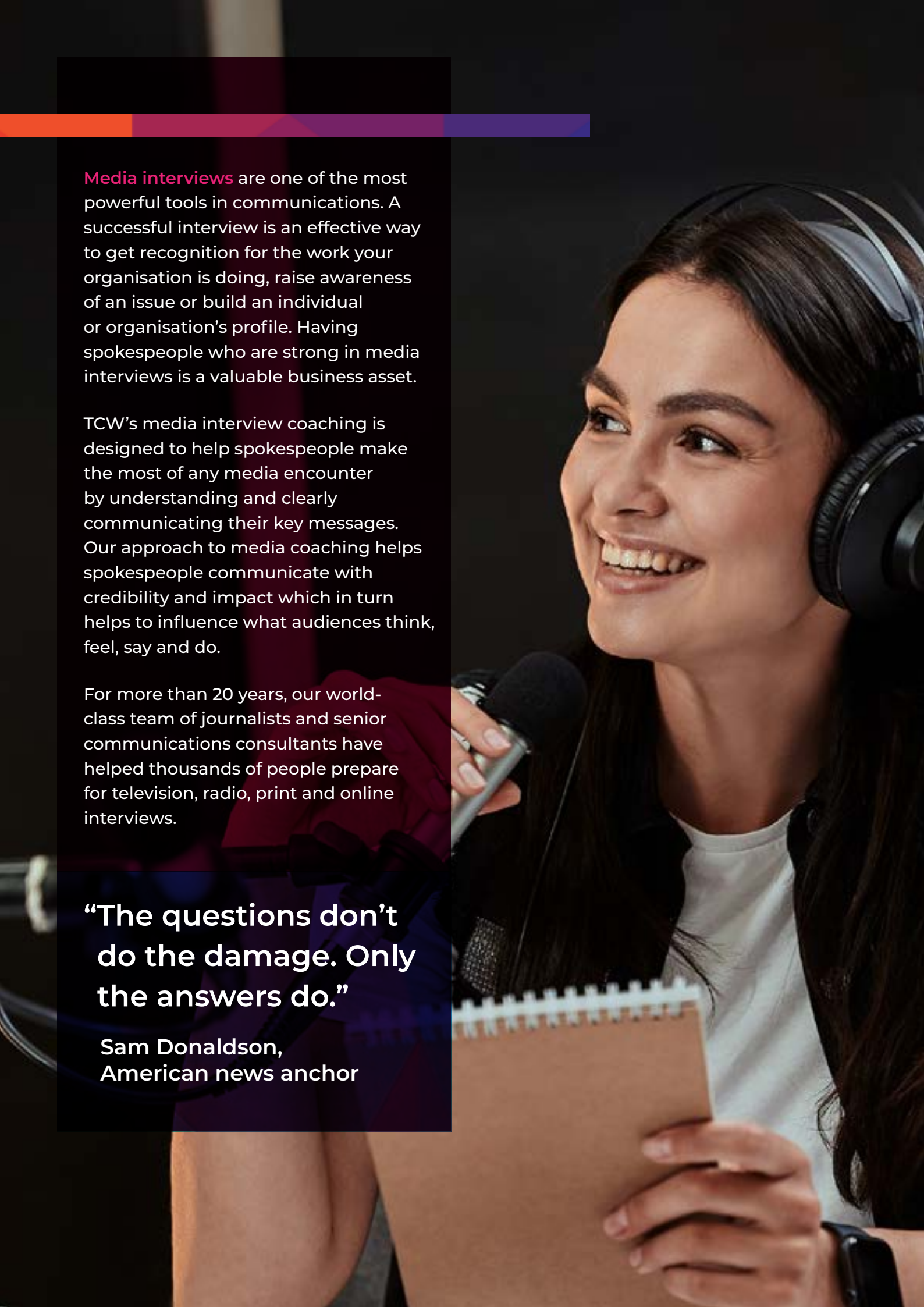




The Communications Works

# Media Interview Coaching

Transform how your spokespeople  
communicate to the media.  
Make your media interviews work.



**Media interviews** are one of the most powerful tools in communications. A successful interview is an effective way to get recognition for the work your organisation is doing, raise awareness of an issue or build an individual or organisation's profile. Having spokespeople who are strong in media interviews is a valuable business asset.

TCW's media interview coaching is designed to help spokespeople make the most of any media encounter by understanding and clearly communicating their key messages. Our approach to media coaching helps spokespeople communicate with credibility and impact which in turn helps to influence what audiences think, feel, say and do.

For more than 20 years, our world-class team of journalists and senior communications consultants have helped thousands of people prepare for television, radio, print and online interviews.

**“The questions don't do the damage. Only the answers do.”**

**Sam Donaldson,  
American news anchor**



# What we offer

## Media essentials

Ideal for those who have little experience in speaking with the media; we help spokespeople build confidence and understand how to prepare for media interviews

## Refresher sessions

Tailored towards experienced spokespeople who would benefit from top-up sessions to refine their skills and learn up-to-date techniques

## Advanced media

Created for spokespeople who engage with the media on more challenging themes; learn and practice advanced media handling techniques

## Crisis media interviews

Prepares spokespeople for the worst-case scenario; learn how to stay calm in the most challenging circumstances including hostile media interviews

## Press conference preparation

Helps spokespeople understand and prepare for questions in a press conference format

## One-on-one coaching

Essential for an important media interview or executives who need individual support

## Group coaching

Small group sessions enable spokespeople to learn from each other and align key messages

## Online media interviews

Learn the essential tools and techniques spokespeople need to navigate and master their virtual performance





# The TCW way

## Preparation

Our sessions are jointly designed by communications experts and journalists, to ensure that both perspectives are considered.

We work with you to understand your brief including desired outcomes and the type of interviews you're likely to encounter.

## Creation

We develop realistic and tailored media interview scenarios for each spokesperson, ensuring that they are well prepared for the real thing.

Scenarios take on a number of formats including live, pre-recorded, down-the-line, online, press conference, panel discussion, fire-side chat or roundtable.

## On the day

Our coaches explain the rules of engagement and techniques that will help you answer questions skilfully.

Each spokesperson will do as many practical interviews as possible - all will be filmed so we can playback, review and coach you.

## Post event

Each spokesperson receives an individual written feedback report with recommendations for improvements.

Management receives a report detailing each spokesperson's strengths, opportunities for growth and recommendations for who should speak with the media.

## Why use TCW?

You'll get real outcomes from TCW's media interview sessions. Clients tell us it's practical, engaging, memorable, effective and most importantly – FUN!

Our team of media coaches are both journalists and senior communication professionals.

Our expert journalist coaches have decades of experience working for the world's leading news organisations, such as the BBC, Sky News, CNN, the Financial Times, the Wall Street Journal, Sky News Arabia, Al Arabiya, CNBC Arabia, plus many major national news outlets. Our communications experts have at least 20 years of experience with some of the world's most admired companies, consultancies and agencies.

We have vast experience in coaching spokespeople to confidently deliver clear and consistent messages, even in the most high-pressure situations.

We help anyone who needs to prepare for a media interview, including (but not limited to) government leaders, CEOs, executives, royalty, professional athletes, academics, scientists, teachers, entrepreneurs and even rock-stars.





# What you will learn

## Media preparation

Prepare effectively for an interview using a structured process

Create powerful messages that you can back up through story-telling

Anticipate questions by analysing the journalist, media and news context

## Confidence building

Become familiar with different media interview formats

Control fear and nerves

Feel comfortable with different broadcast technology including microphones, cameras and digital format

## Performance

Convey energy and confidence in an interview

Improve body language and mannerisms

Control voice, pace, tone and volume

## Content

Clearly communicate your messages in an interview

Use clear language at the right technical level for your audience

Deliver memorable stories, examples, quotes and soundbites

## Journalist engagement

Build journalist relationships and understand the journalist's point of view

Stay in control of the agenda, direction and dynamics of an interview

Be proactive by steering the interview onto your agenda

## Advanced techniques

Respond to difficult questions effectively

Techniques for managing difficult or aggressive journalists

Manage misinformation and controversial subjects



# Let's get started

Ready to improve your media interview techniques? Keen to make the most of your media engagements? Want to be prepared for any situation or scenario? Get in touch today to discuss your individual needs.


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**“It is always a risk to speak  
to the press: they are likely  
to report what you say.”**

**Hubert Humphrey,  
Former US Vice President**



**Let's get started.**

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