



THE
COMMUNICATION
ACADEMY

face
the media
with
confidence



In-house Face the Media with Confidence Workshop

The purpose of this one-day training course is to teach the delegates the skills required for giving a successful interview to the media. How to enhance company and personal image through the media, and how to develop better media networks.

We will cover the following:

- The importance of professionalism, and how to come across professionally
- How to deal with the media confidently
- How to handle an interview - Radio, television and telephonically
- Answering questions and surviving the really tough ones - Bloopers and how to survive them
- Listening skills
- How to stay in control of the issue and interview
- Critical issues to be considered when dealing with the media and the rules in a public relation crisis
- Facing the media - the cardinal mistakes we make such as - there is no such thing as "off the record"
- The press release company brand or team brand, image and sponsors



- Body language for television appearances
- Voice techniques for radio, television and over the phone.
- Self-motivation and state control for interviews and better all round performance - you will learn you control these yourself.
- Thinking on your feet techniques - the art of quick thinking.
- Checklist for an effective press release
- What to do when you cannot comment
- Television and radio checklist.
- Special TV tips
- The importance of company brand or team brand, image and sponsors

**Media can help
build
OR
destroy
an organisation**

The delegates will also be presented with an audio training CD.

Exercises have been put onto a CD for you to listen to and practice along with, to ensure bad speaking habits are over come.



In-house Facing the Media with Confidence Workshop

Dates: To be decided on by client

Time: 8: 30 am - 4:30pm

Venue: To be arranged by client

Cost: R2500.00 per delegate (course material, video & CD)
Excluding VAT.

Minimum 8 delegates per workshop

The client will be responsible for the costs and arrangements of: Lunches, venue room, with a T.V, Flip Chart and video machine as well as flights and accommodation for the facilitator if the venue is outside Gauteng.

If you would like to book this workshop, please supply possible dates as soon as possible. I will need full names of delegates at least one week before workshop dates to arrange certificates.



The CD consists of:

1. Daily Workout.

- Daily exercises to strengthen the voice and organs of Articulation.
- A must as a vocal warm up before a presentation or meeting.
- Problem Consonants such as the "R" & "TH" sound are also covered.

2. English Vowels Sounds.

We learn vowel sounds by hearing, this tape covers the 21 vowel sounds for you to practice with. A must for any one who has English as a second Language.

3. VOICE - Breathing & Modulation Madness.

Practice correct breathing, strengthen the voice with resonance exercises and create an interesting voice with Modulation.



If you require any further details please do not hesitate to contact
Delia: 082 572 7630 / **Merle:** 083 651 8855 / **Office:** 086 111 6121.

Email us:

delia@thecommunicationacademy.co.za
merle@thecommunicationacademy.co.za

Visit our website: www.thecommunicationacademy.co.za

This workshop is available as a one-day workshop on set dates and venues, or in-house to a group.

Thank you, Delia Thompson



The media can be a positive marketing tool or a nightmare. Learn the tricks by a Services SETA and SAQA accredited communication trainer with over 10 years experience with mass media.

SHOW TIME:

Delegates will conduct industry specific live interviews on camera. The DVD's are yours to keep.



Is the facilitator suitable qualified?

YES.

This workshop is very specialised and needs a facilitator with practical experience as well as the correct qualifications. Delia Thompson the Managing director of The Communication Academy presents this workshop PERSONALLY.

Delia Thompson has an ATCL and LTCL Speech tuition, from the Trinity College of LONDON. Associated to Cambridge University. Her experience in media includes presenting a business show for SABC. She was interviewed live on World News SABC (a six minute interview) in 2006. She is a working voice specialist for radio and has had several educational articles she authored published in the Star Newspaper in 2006. She has been featured in several magazines over the last 10 years.

She was trained by and conducted workshops on behalf of Speakers International, a training company based in LONDON. Their clients include MANCHESTER UNITED, ENGLAND'S RUGBY TEAM, ENGLAND'S OLYMPIC TEAM and most of the fortune 200 companies in London.

She has personally coached:

Selby Baqwa – when he was Public Protector RSA. Now head of Corporate Governance for Nedbank.

Bad Brad - from Big Brother fame.

Several government officials and spokesmen.

Prince Mangusuthu Buthelezi head of the IFP

SA RUGBY

Several CEO's

Sandra Botha and many other Parliamentary whips.

Our Client Reference List

Unisa	Independent Complaints Directorate	AECI LTD
Democratic Alliance	IT SETA	Pastel Software
SA Rugby	Proudly South African	SAICA
Ericsson	Services SETA	Telkom
Nedbank	W&R Seta	Capital Alliance Life
PBMR	TETA	Eskom
Old Mutual	Necsa	Transnet
Primedia	Transport SETA	African Merchant Bank
Sunday Times	Chieta	Orion Group
Network BBDO	Merseta	SITA (PTY) Ltd
Inroads Multimedia	Fieta	Swiss RE
SABC	IDT	Armcor
Pfizer Labs	C-BRTA	Behr Group SA (PTY) Ltd
Afrox	South African Quality Institute	National Brands
Lilly	South African Qualifications Authority	Cell C
Discovery Health	Department of Trade and Industry	MTN
National Laser Centre Trust	Department of Labour	Standard Bank
Clientele Life Assurance	Department of Communication	Voltco
Mineworkers Investment	Dept Of Provincial and	Land and Agricultural Dev Bank
Automotive Leather Company	Local Government	LTM Technologies
Nissan South Africa	Dept Environmental Affairs	South African Reserve bank
Daimler - Chrysler	Dept Of Agriculture	Justice College
Fiat Auto SA	Dept Of social dev	Anglo Gold
Man Turbo Machinery SA	SAMDI	Anglo Platinum
Hannover-re	Department of Transport	CSIR
Staff line Executive	CIPRO	JSE – securities exchange
Monsanto SA	Ministry of Justice	Transtel
Arup (PTY) LTD	Office of the Premier	Rand Merchant Bank
SASBO	Deeds office	Youth Fund
Wits Medical	Dept Of Land Affairs	Development Bank of SA
Uvex Safety	DPSA	PMR
Mckinnon chain	SAPS	Financial Services Board
Cargo carriers	National Ports Authority	FNB
Centurion College	ICD	National Prosecuting Authority
Standerton College	Correctional Services	KIA MOTORS
Citroen	SABS	
702 Radio	Glenrand MIB	
Mercedes Benz	Comair	
University Of PTA	South African Airways	
University of KZN	Kodak	
University of Forte Hare	Caltex Oil	
TOTAL SA	Investec PTA	



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