

---

# Media Training

## Media Training Course

Human nature is such that HOW you say something and how you look can often be a more powerful message than the actual words used i.e. It's not just what you say but how you say it that counts. As a company spokesperson in front of reporters or TV or radio crews, these communications skills need to be honed to perfection. Conveying calm and integrity in the face of adversity in the midst of a media circus can be a real challenge. Only the trained and practiced will come out with their reputations intact. Every media experience is an opportunity with free exposure to potentially millions of people, too good an opportunity to miss. Get the message over right and the world is your lobster, get it wrong and you risk ruining not only your own reputation but that of your company with as little as an off the cuff comment or inappropriate body language.

Rapport Unlimited offers you challenging but supportive training to enable you to handle TV, radio and newspaper interviews with confidence and integrity. For media crisis work we use scenarios from your industry to give you as close a run as possible to a real life rehearsal.

Our thrust is pragmatic rather than theoretical. You can expect to be 'doing' for the large part of the session. As such this makes the coaching quite intensive but it will maximise the retention of your learning. On average most people will remember only 10% of what they've been told 24hours later, if you've remembered the wrong 10% then your time and money has been wasted. Our tutors are skilled in ensuring that you retain as much information relevant to you as possible.

[Click here](#) to find out what you will learn on our media training, who it is suitable for, and for outline costs