



REIGN-MAKER MEDIA TRAINING PROGRAM

REGISTER FOR A FULL OR HALF-DAY SESSION

MEDIA TRAINING INTRO

Begin the day with our introduction to media training. Why does Bill Clinton bite his lip? What makes Michael Jordan a true hero? The most accomplished media professionals make it look easy, but each word, action and attitude is crafted. Working with the media is a skill and like any skill practice and coaching is essential.

COMPANY POLICY

Have a company media policy you want to sensitize people to? We will set aside some time to review your policy to ensure your team knows any protocols you have in place.

TIPS AND TRICKS

This is where we get to the meat of our training. Our tips and tricks section includes: what the media is looking for; how you can shape stories; how to structure your thoughts; do's and don'ts of sharing information; how to prepare issues and response documents; advice on working with the media; and reporter traps.

MESSAGING

Our message preparation session helps you develop and refine your story and key messaging. We help you focus on top issues your company faces and prepare proactive message that pivot the conversation so you control the story.

ON-CAMERA PRACTICE

Whether you will or will not face the press for interviews, our on-camera training provides participants with the opportunity to see how they react and respond to questions. Participants will be provided with in-training feedback from Reign-Maker as well as their peers. After the training, we will provide you a personal copy so that you can continue to practice and improve.

www.reign-maker.com

**All our programs can
be customized to meet
your training needs.
Contact us at
info@reign-maker.com
or (917)-943-8014.**