WORKSHOP OVERVIEW

MEDIA TRAINING

Camera on. Confidence Up.

IMPACT. INFLUENCE. INSPIRE.

MEDIA TRAINING

Every media engagement is an opportunity to showcase your genuine expertise, passion, and brand. But if you are unprepared, your message won't resonate, you can get tripped up by difficult questions, and you and your business's reputation can be affected. Broadcast media, social media, and live streaming make up your viewer's first impression, so a polished and professional presence is essential.

Our Moxie *Media Training* workshop combines theory with practical, hands-on tips and techniques so you develop the on-camera skills you need. We explore a range of on-camera scenarios, so your team learns how to identify key messages and represent your business and brand effectively. You'll also participate in realistic on-camera role-playing with feedback analysis to provide you with takeaways you can apply immediately. We alert you to the pitfalls, show you how to stay on message, and how to avoid those tricky traps that can so easily snare even seasoned presenters.

WORKSHOP TOPICS

1. **Crystalize and streamline** your message and content for clarity

2. **Create** strategic soundbites to use in various situations and ensure your talking points are clear

3. **Weave** your unique speaking style into your brand voice

4. **Expertly** respond to questions, even the ones you didn't prepare for

5. **Practice** techniques for a polished on-camera delivery by mastering the art of body language, eye contact, and more

6. **Keep** your cool and composure in a variety of high-stakes and pressure-inducing situations

- Hone a clear and compelling message for any on-camera scenario

- Develop impactful soundbites to communicate your idea effectively and efficiently

- Prepare for an interview and learn how to handle even the most difficult questions

- Master verbal and non-verbal skills to enhance your on-camera presence