



# Attend Our Two-Day Media Training and Presentation Skills Workshop in New York City on April 8 & 9, 2014

Are you a spokesperson for your company, organization, or agency? Does your heart pound when you have to deliver an interview or presentation? Do your audiences regularly say “wow!” when you’re done speaking?

Please join us in New York City on April 8 & 9, 2014 for our two-day media training and presentation skills workshop! **Our sessions are restricted to the first 12 people to enroll.** That allows each participant to receive individualized coaching, on-camera practice and personalized feedback.

This session is perfect for spokespersons of companies, nonprofit organizations, and government agencies; book authors and marketers; and any other subject-matter expert or individual who interacts with the media.

During the interactive workshop, you will learn how to

- Master the rules of working with the media
- Develop winning media messages and “message supports”
- Confidently interview for print, radio, television, and online media
- Take control of an interview
- Answer the tough questions
- Focus on non-verbal communication
- Grab the audience with a powerful opening
- Organize your presentation so it’s remembered long after you finish
- Forge a connection with energy, eye contact, movement, and your voice
- Speak with open gestures and confident posture
- Reduce your fear—and use it to your advantage
- Use (not abuse) PowerPoint

## ABOUT YOUR TRAINER



**Brad Phillips** is the president of Phillips Media Relations, a media and presentation training firm with offices in Washington, D.C. and New York City.

He is the founder and Managing Editor of the Mr. Media Training Blog, the world’s most-visited media training website. He is also the author of the Amazon #1 PR bestseller, *The Media Training Bible: 101 Things You Absolutely, Positively Need to Know Before Your Next Interview.*

Before founding Phillips Media Relations in 2004, Brad worked as a journalist with ABC’s *Nightline with Ted Koppel* and CNN’s *Reliable Sources* and *The Capital Gang*.

Mr. Phillips has worked with hundreds of top-level executives, including corporate CEOs, presidents of nonprofit organizations and trade associations, and directors of government agencies.

He is also regularly quoted by journalists as an expert in media communication and crisis management.

Brad knows that people feel vulnerable when practicing for media interviews and speeches, so he believes in creating a warm and friendly atmosphere that allows trainees to comfortably push past their own limits.

“Learning a new skill should be an enjoyable experience,” Phillips says. “If people are laughing, they’re probably also learning.”

## About our firm

- Phillips Media Relations is one of the nation's premier media training, presentation training, and crisis communications firms.
- We have trained thousands of spokespersons for interviews and presentations seen by more than one billion people worldwide.
- We are widely perceived as an industry thought leader. We write the world's most-visited media training website, the Mr. Media Training blog. Our book, *The Media Training Bible*, is currently the world's best-selling media training title.

## About the workshop

- This workshop is appropriate for spokespersons with any level of experience. Although we'll cover all of the basics beginners need to know, we'll teach them at a level that experienced pros will learn from.
- Although we teach you the dos and don'ts of media interviewing and delivering presentations, we also teach the rationale behind our advice. We believe it's important for you to know not just *what* to do but *why* you should do it. Therefore, our recommendations are rooted in the latest social science.
- Our workshops are interactive, dynamic, fast-moving, and information-packed. They're also fun. We believe that people learn better when they enjoy the experience.

## You will learn by

- Refining your messages and elevator speech
- Being interviewed and receiving personalized feedback
- Delivering an introductory presentation and receiving input from the group
- Participating in breakout exercises and drills to refine your interviewing and speaking skills
- Reviewing good and bad video examples

## After the workshop, you will

- Be able to develop three winning media messages
- Know how to organize your presentations for success
- Know the three specific things you should focus on most to improve your interviews and presentations
- Have an increased sense of confidence in your ability to perform successfully as a media spokesperson and public speaker
- Receive a copy of *The Media Training Bible*. and our presentation training handbook

## To register

- **CLICK HERE TO REGISTER.**
- The registration fee is \$1,495 per person.
- Rate of \$1,395 per person available for groups of three or more registering at the same time. Groups of three or more may register by contacting [Info@PhillipsMediaRelations.com](mailto:Info@PhillipsMediaRelations.com) or calling 212-376-5070.
- The workshop begins at 9:00 a.m. and ends at 5:00 p.m., with a one-hour break for lunch between 12:00 p.m.–1:00 p.m.

## Cancellation policy

If you cancel by March 8, 2014, you will receive a full refund (less a \$250 cancellation fee). Alternatively, you may select to attend a future session at no additional charge. All cancellations after March 8, 2014 will forfeit the full fee and will not be rescheduled.

## References

We hope you'll check out what our clients have said about our work! You can see our client testimonials [here](#).

You can also learn more about Phillips Media Relations [here](#).