



## Communicating with the media

Adopt a more strategic approach to achieving influence objectives

### Objectives:

- Gain a better understanding of the world of the media (organisation, operation, expectations)
- Improve their ability to convey messages effectively
- Learn to express yourself in difficult situations
- Learn how to present yourself and your company
- Manage stage fright through the use of effective tools

### Contents:

- Basic rules of media language
- Techniques for communicating effectively in print, radio and television interviews
- Non-verbal communication and vocal presence
- Presenting yourself, your company and your project
- Dealing with stage fright in front of journalists, microphones and cameras
- Listening and responding to difficult questions
- Formulating clear messages
- Media training

**Duration:** 2 days

**Public and prerequisites:** All audiences - no prerequisites

**Price:** Upon request

### Quilotoa learning method:

Based on theatrical techniques, active and practical, it aims to give each participant the autonomy that is essential for lasting progress. Theoretical points of reference, passed on interactively, complement the practical exercises to help participants grasp the material.

### Assessment:

**Ongoing assessment:** as the course progresses, during the various simulations.

**At the end of the course:** on a summary exercise.

**After the course:** via an online form.

### People with disabilities:

Our head office welcomes people with reduced mobility.  
For further information, please contact our disability officer : [n.barbey@quilotoagroup.com](mailto:n.barbey@quilotoagroup.com)