
Describing a new product.

Communicating your position.

Telling your story.



Your success depends on how well you deliver your message.

Room 40 Communications is expert in helping people and organizations deliver messages clearly and confidently in any interview. We have the experience and know-how to prepare spokespeople with the messages and media skills they need to excel.



Media Training

Getting your message across in a clear and understandable way is critical in any interview and Room 40 can give you the tools to do that.

Our customized media training sessions empower people and help them become comfortable with television, radio, print and online media interviews.

Room 40's media training sessions give participants effective techniques for delivering messages in ways that cut through the media filter. Through thoughtful discussions and recorded simulated interviews, our training sessions leave people ready to take full advantage of each media opportunity.

What You'll Learn

The media interview process isn't limited to the short time your spokesperson is talking to a journalist. It starts with the person who answers the reporter's call. Knowing what questions to ask, what information to gather and how to respond to media calls is an important part of getting the most out of media opportunities.

Room 40's media training will empower you by explaining how media professionals work, understanding how to craft messages that get your point across, and teaching effective techniques for delivering them in an interview. We round that off with realistic simulated interviews centred around issues relevant to you and your organization.

Each of Room 40's media training sessions has content to give all participants a solid foundation on which to build their media skills. While each session is customized to your needs, the core topics often covered include:

- What makes news
- How journalists work

- What to do when a journalist calls
- Developing strong messages and answers
- How to answer tough questions
- Proactive ways of getting your message across
- Traps to watch out for in interviews
- Advanced media interview strategies

Media Training Options

Because Room 40's media training sessions are customized to suit the specific needs of each client, we can facilitate almost any request. Our most common sessions are one-on-one executive spokesperson training and group media training.

One-on-One Executive and Spokesperson Coaching

Room 40's media training offering for executives and corporate spokespeople is developed around providing them with high-level coaching in a confidential setting. Executive coaching sessions concentrate on honing messaging and interview Q&A

strategies in realistic interview simulations based on scenarios relevant to your organization.

Group Training

Group training gives your people the ideal media training experience. For groups of almost any size, Room 40 gives people an intensive training program that provides participants with a detailed overview of how the media works, how to get your message across and techniques for answering any question. Realistic interview simulations allow participants to test their skills, review their performance and get immediate feedback.

Contact us to find out how Room 40 Communications can get you ready for your next interview.

Visit our web site at www.room-40.com and look under the Media Training section for testimonials from our clients.

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