

How to host a Press Conference or Public Meeting

The session will prepare you for the unique experience of handling the printed media at a press conference, and how to handle a telephone call from a newspaper correspondent. At least three practical sessions with play back will allow the participants to build up experience and confidence. It will equip the participant with the necessary skills to host a large, pressured media conference.

Do you have a major announcement coming up?

Are you required to face a sceptical audience?

Do you need to know how to handle large audiences?

Participants in this course get the practical skill of keeping control of a press conference or large audience. They learn how to handle difficult questions, how to deliver a clear message and how to hold the audiences attention. They also learn how to identify appropriate information for the launch and how to avoid going off-message.

What participants will learn

- How to present information to large audiences clearly
- How to make the message of your media conference clear
- How to handle question and answer sessions
- How to provide information in a way that it will be used

What participants will receive

- Practical sessions in preparing complex information for public release
- Practical experience of chairing a press conference
- A tool that will help construct an effective message
- Work with participants own material, thus preparing them for real-life events

This course is ideal for teams from the same organisation, as they can collectively develop a strong performance creating group ownership of the message.