



Media, Communications, and Presentation Training

Magas Media Consultants, LLC (MMC) develops public relations programs that connect our clients to the audiences they need to reach. If your organization is looking to sell a product or service, excite investors, highlight an important social issue or communicate during a crisis, our public relations consultants have the experience, creativity and resources to establish your company as the best amongst your competition.

MEDIA, COMMUNICATIONS AND PRESENTATION TRAINING

A company that can communicate its story convincingly is in the position to succeed for these purposes. MMC training sessions give spokespeople the skills they need to persuasively communicate the story of their company in a face-to-face environment with key audiences including media, analysts, customers, partners and employees. MMC's training sessions are customized for each organization. Participants learn how to:

- More effectively communicate to a select, influential audience, both on-camera and off
- Refine and package key messages for greater impact in delivery and listener/viewer comprehension
- Improve personal delivery style and content flow by applying verbal, physical and interactive delivery techniques
- Handle the Q&A process and tough questions
- Recognize and deal with media intimidation
- Understand nuances and successful techniques for in-person, teleconference and broadcast interviews
- Gain comfort and confidence in speaking and writing communications to any group of people media

Our Customized Media Training Programs

In our media training programs you will learn how to make your product or service newsworthy, how to develop media relationships, and how to make the most of an interview, presentation, or communication. You will also reduce the possibility of negative coverage and become better able to manage crises.

With years of experience on both sides of a news interview, MMC trainers show you how to make your entire organization more media-friendly, so that you can maximize your positive exposure in print, radio, TV and online sources. Whether you are conducting an interview with a reporter, addressing a conference room of sales prospects or delivering a keynote address at an important event, we will show you how to improve your performance both verbally and in writing. Listed below are the six key trainings we offer:

Print, Radio, TV and Online Interview Preparation Training

There are three key components that go into preparing for any successful interview. Learn how to prepare yourself and your message prior to the interview and how to conduct yourself during the interview, and how to conclude and follow-up to the interview. Interview preparation training helps spokespersons decrease the odds of being misquoted, misheard or misunderstood by a reporter, and increases the likelihood of being quoted positively in print, radio, TV and online media. It also teaches fundamental stylistic techniques important to in-person delivery such as energy, eye contact, and body language.

Public Speaking and Presentation Skills Training

Effective speeches and presentations combine compelling content with persuasive delivery. Our training sessions focus on both preparation and practice. MMC media relations consultants help clients hone their delivery skills and target presentations to specific audiences. Speech training and presentation skills training allows clients to successfully meet their goals, whether it is to enhance an image, deliver a message, win over a client, or influence an audience.

Spokesperson Coaching

Our high-level, intensive coaching aims to prepare company spokespersons for challenging communications situations – typically, a mission-critical speech, press conference, media interview, hearing or stakeholder opportunity. Sessions focus on techniques for effective and strategic communications.

Strategic Organizational Communications Trainings

If reaching your communications goal means garnering broad support from industry colleagues, the public, editorial boards, or other issue allies, MMC has the experience to organize and execute your campaign. We'll help set your strategy, assist you in writing your high-impact, business-specific messages, and manage the outreach to like-minded individuals and organizations in order to promote, or protect, your interests.

Crisis Communications Training

Proactive and reactive crisis management and how an organization responds to a crisis can have a greater impact on the ultimate damage to its reputation and bottom line than the crisis itself. Our highly customized training shows clients how to avoid the most common mistakes organizations make in crisis communications. Among the techniques taught are putting a human face on a crisis response and shifting the emphasis from the tragedy to the remedy.

Business and Professional Writing Training

Clear communication is the cornerstone of any organization. This training is for any employee who writes to deliver results—correspondence, reports, proposals and procedures- and will improve their personal and corporate productivity, achieve intended results, improve clarity, and present the appropriate image to clients, colleagues, and the public. MMC regularly creates customized writing courses to meet our clients' specific training needs. For example, we can design a customized training that focuses on diverse types of business documents, from research reports, marketing materials, e-mail correspondence, memos, or any other document type, developing exercises based on employee writing samples provided by the client.