Getting your message across: communicating with the media and the public

1 Day Course

1 SLD
6 CPD

Communication is now one of the most important elements of running any business in the waste management sector. Whether it's speaking to a trade body, at a public consultation meeting or to a journalist and microphone, you need to be able to get your message across succinctly and effectively. This course will give you the skills to define and refine your message and deliver it effectively to any audience.

Who should attend?

This course is essential for anyone who has to communicate in public or through the media. It is an ideal opportunity to practice in a closed environment and get feedback on how you come across. Mock interviews can be tailored to real-life situations.

Course content:

- Why is communicating effectively so important?
  - The different ways to communicate with the public
  - Pros and cons of each
- What do you want to say?
  - Defining your key messages
  - Ensuring consistency of message across the organization
- Verbal communication skills: tone, pace, breathing and not saying 'er' too much
- Media interview skills:
  - TV: Studio, outside broadcasts, live/pre-recorded, body language and clothing
  - Radio: The radio audiences
  - Print interviews
  - Online interviews
- Mock interviews filmed & critiqued
- Advanced interview skills:
  - Journalist tricks during interviews and how to avoid them
  - What DON'T you want to say? Dealing with difficult questions
  - Using soundbites effectively
- Speaking in public:
  - Body language
  - Conquering nerves
  - Effective public speaking
  - Dealing with questions

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For course dates and fees please visit

www.ciwm.co.uk/training

or email **training@ciwm.co.uk**

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