

€ TRAINING

Participating in TV Interviews





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Introduction:

This training program provides comprehensive instruction and practical skills for individuals preparing to engage in television interviews. It equips participants with the confidence and competence needed to navigate television interviews successfully and effectively convey their messages to diverse audiences.

Program Objectives:

At the end of this program the participants will be able to:

- Gain skills and techniques necessary to excel in television interview settings.
- Acquire practical strategies for crafting and delivering impactful messages on camera.
- Build confidence in handling challenging questions and interview scenarios.
- Enhance understanding of the television interview process and dynamics.

Targeted Audience:

- Corporate executives.
- Spokespersons for organizations.
- Public figures and personalities.
- Subject matter experts.
- Public relations and communications professionals.
- Media professionals seeking to enhance their on-camera skills.

Program Outline:

Unit 1:

Understanding Television Interviews

- Introduction to Television Interview Dynamics.
- Types of TV Interviews: News, Talk Shows, Panels, etc.
- Crafting Your Message for Television Audiences.

- Dos and Don'ts of On-Camera Communication.

Unit 2:

Mastering Body Language and Vocal Delivery:

- The Power of Nonverbal Communication on Camera.
- Body Language Tips for Television Interviews.
- Vocal Techniques for Clarity and Impact.
- Managing Nervousness and Projecting Confidence.
- Mock Interview Practice: Body Language and Vocal Delivery.

Unit 3:

Handling Challenging Questions and Scenarios:

- Strategies for Answering Tough Questions.
- Bridging and Redirecting Techniques.
- Dealing with Hostile or Aggressive Interviewers.
- Maintaining Composure under Pressure.
- Mock Interview Practice: Handling Difficult Questions and Scenarios.

Unit 4:

Maximizing Message Impact:

- Structuring Your Responses for Maximum Impact.
- Using Stories and Examples to Enhance Message Effectiveness.
- Tailoring Messages to Different Audiences and Formats.
- Practice Session: Message Crafting and Delivery.
- Feedback and Coaching on Message Impact.

Unit 5:

Ensuring Post-Interview Effectiveness:



- Reviewing Post-Interview Protocol and Etiquette.
- Strategies for Follow-Up and Thank-You Notes.
- Analyzing Interview Performance and Identifying Areas for Improvement.
- Developing Personalized Action Plans for Continued Growth.