



### Program Overview

This program provides you with the opportunity to:

- Understand how the media works
- Decide the basis on which interviews should be accepted
- Plan, prepare and participate in highly effective media interviews
- Adapt the interview approach to suit the medium, the program, the interviewer and the situation

### Outcomes

- Increased confidence in a wide range of interview situations
- Increased ability to influence the way in which the media uses information you provide
- Greater ability to control impressions formed by media audiences

### Organisational Benefits

- Improved efficiency and effectiveness of communication
- Increased flexibility in communication and influencing styles
- Greater respect for the basis on which arguments should be represented
- Less time used in the influencing process

### Participant Profile

This program is suitable for anyone who plans, prepares or conducts media interviews. Programs may be tailored to suit the sector, the firm, the level, the function and the context in which influence is used.

### Building Upon Strengths through Coaching

Coaching is a powerful methodology to increase self insight, facilitate learning, and clarify ideas in order to build relationships with others.

This program offers the supplementary option of one on one, or team based coaching sessions in relation to actual interviews to be conducted.



<b>Length</b> One day workshop	<b>Group size</b> 5 - 50+	<b>Room</b> Optional: board, café.	<b>Includes</b> Participant notes Pre-reading articles Post reading articles
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**Channel Development: Accelerating People & Performance.**

info@channel.net.au or +612 9221 0008