



Attend Our Two-Day Message, Media and Crisis Workshop in New York City on August 26 & 27, 2014

Are you a spokesperson for your company, organization, or agency? Do you have a memorable message to deliver to the media? Are you prepared for a crisis that could tarnish your personal and corporate reputation?

Please join us in New York City on August 26 & 27, 2014 for our two-day message development, media and crisis training workshop! **Our sessions are restricted to the first 12 people to enroll.** That allows each participant to receive on-camera practice and personalized feedback.

This session is perfect for spokespersons of companies, nonprofit organizations, and government agencies; book authors and marketers; and any other subject-matter expert or individual who interacts with the media.

During the interactive workshop, you will learn how to

- Recognize the elements of great media messages
- Create memorable statistics, stories and sound bites
- Confidently interview for print, radio and television
- Interview for on-line and social media
- Get the headline you want
- Answer the tough questions
- Spot and avoid journalist tricks
- Focus on non-verbal communication
- Master the rules of communicating during a crisis
- Plan for the crises that are most likely to impact your organization
- Shorten the length and severity of a media crisis
- Retain—and even enhance—your credibility with the public in a crisis

ABOUT YOUR TRAINER



Brad Phillips is the president of Phillips Media Relations, a media and presentation training firm with offices in Washington, D.C. and New York City.

He is the founder and Managing Editor of the Mr. Media Training Blog, the world's most-visited media training website. He is also the author of the Amazon #1 PR bestseller, *The Media Training Bible: 101 Things You Absolutely, Positively Need to Know Before Your Next Interview*.

Before founding Phillips Media Relations in 2004, Brad worked as a journalist with ABC's *Nightline with Ted Koppel* and CNN's *Reliable Sources* and *The Capital Gang*.

Mr. Phillips has worked with hundreds of top-level executives, including corporate CEOs, presidents of nonprofit organizations and trade associations, and directors of government agencies.

He is also regularly quoted by journalists as an expert in media communication and crisis management.

Brad knows that people feel vulnerable when practicing for media interviews and speeches, so he believes in creating a warm and friendly atmosphere that allows trainees to comfortably push past their own limits. "Learning a new skill should be an enjoyable experience," Phillips says. "If people are laughing, they're probably also learning."

About our firm

- Phillips Media Relations is one of the nation's premier media training, presentation training, and crisis communications firms.
- Since our founding in 2004, we have trained thousands of spokespersons for interviews seen by more than one billion people worldwide.
- We are widely perceived as an industry thought leader. We write the world's most-visited media training website, the Mr. Media Training blog. Our book, *The Media Training Bible*, is currently the world's best-selling media training title.

About the workshop

- This workshop is appropriate for spokespersons with any level of experience. Although we'll cover all of the basics beginners need to know, we'll teach them at a level that experienced pros will learn from.
- Although we teach you the dos and don'ts, we also teach the rationale behind our advice. We believe it's important for you to know not just *what* to do but *why* you should do it. Therefore, our recommendations are rooted in the latest social science.
- Our workshops are interactive, dynamic, fast-moving, and information-packed. They're also fun. We believe that people learn better when they enjoy the experience.

You will learn by

- Creating messages, "message supports," and a personal elevator speech
- Being interviewed on camera and receiving personalized feedback
- Participating in breakout exercises and drills to refine your skills
- Being interviewed during a "real-life" crisis drill by an aggressive press corps

After the workshop, you will

- Be able to develop three winning media messages (and supporting messages), which we will begin developing together during the workshop.
- Know the three specific things you should focus on most to improve your interviewing performance.
- Have an increased sense of confidence in your ability to perform successfully as a media spokesperson.
- Be able to anticipate and plan for the crises that are most likely to affect your organization.
- Receive a copy of *The Media Training Bible*.

To register

- **CLICK HERE TO REGISTER.**
- The registration fee is \$1,495 per person.
- Rate of \$1,395 per person available for groups of three or more registering at the same time. Groups of three or more may register by contacting Info@PhillipsMediaRelations.com or calling 212-376-5070.
- The workshops begin at 9:00 a.m. and ends at 5:00 p.m., with a one-hour break for lunch between 12:00 p.m.–1:00 p.m.

Cancellation policy

If you cancel by July 26, 2014, you will receive a full refund (less a \$250 cancellation fee). Alternatively, you may select to attend a future session at no additional charge. All cancellations after July 26, 2014 will forfeit the full fee and will not be rescheduled.

References

We hope you'll check out what our clients have said about our work! You can see our client testimonials [here](#).

You can also learn more about Phillips Media Relations [here](#).