

MEDIA TRAINING

Briefing Document

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WIENER
.COM





MANDY'S ETHOS

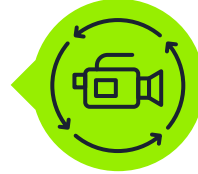
The goal is to build confidence and highlight the value of engaging with the media through interviews.

By teaching preparation techniques and communication skills, this training enhances and encourages a proactive approach to media opportunities.

THE SCOPE OF THE TRAINING

UNDERSTANDING THE MEDIA ECOSYSTEM

The media landscape
The changing nature of media
Social Media dynamics



CRAFTING YOUR MESSAGE

How to tailor your message to an audience
How to land key messages
The importance of storytelling

MASTERING INTERVIEWS

How to prepare for an interview
Guiding interviewers to your desired topics

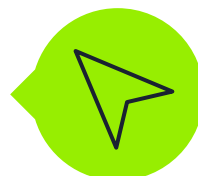


ON-CAMERA PRESENCE

Appearing on camera in studio and virtually

NAVIGATING CHALLENGES

Crisis and hostile interviews



AG EN DA

Theory (±1.5 hours)

Practical Session

(±1.5 hours)

(3 hours Total)

CA PAC ITY

For group training sessions, a maximum of six participants is optimal but this is flexible.

CO ST S

Costs are included in the rate card attached.

For training outside of Johannesburg, there is an additional cost for travel and accommodation.

REQ UIRE ME NTS

- Screen for presentation
- HDMI cable
- Caffeine

VID EO GR APH HER

Booking a videographer adds a realistic and necessary element to the practical on camera experience.

*This is at an additional cost.
Please indicate if a videographer should be booked.*

PRI OR

Please provide bios for participants and hypothetical interview scenarios for each candidate. Kindly complete the pre-training questionnaire ahead of the training.

BO OK ING

Sessions can be booked via Mandy's online calendar.

[**Click Here to Book**](#)

Mandy does a daily radio show from 12:00 to 13:00.

Media training sessions (8:00 -11:00 or 14:00 to 17:00)



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