CONCEPT

Media Training and Official Spokesperson Skills for Executives

15 – 19 March 2027
Amsterdam - Zuidas business district hotel



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Ref: 1108_5451 **Date:** 15 – 19 March 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Technical depth: Conceptual · **Practical mode:** Role-play

Introduction

A single interview can shape how customers, investors and the public see an organisation for years. Leaders who are unprepared give quotes that are lifted out of context, drift off message under pressure, or say more than the organisation has approved. This Core Concept course prepares executives to speak for their organisation with discipline and credibility across broadcast, print, digital and press conference formats, and to govern who else speaks on its behalf. Through recorded interview role-plays with playback, participants build a Spokesperson Readiness Pack for a live topic in their own organisation.

Course Objectives

- Assess what makes a story newsworthy and where an organisation's topics sit across broadcast, print, digital and social media
- Set the spokesperson roles, authority and ground rules that govern who speaks for the organisation and on what terms
- Build message houses and message maps that turn complex positions into short, quotable lines
- Hold control of an interview through bridging, flagging and blocking in studio, remote and press conference formats
- Judge media risk from hostile questioning, misquotation and social media amplification, and decide the response
- Produce a Spokesperson Readiness Pack for a live organisational topic

Target Audience

- Senior executives who act as the public face of their organisation
- Heads of business units asked to speak on results, launches and incidents in their area
- Senior leaders of communications and corporate affairs functions who approve spokespeople and messages
- Senior public sector and non-profit leaders who answer to the media on policy and services
- Board-level leaders who may be interviewed on governance, performance or leadership change

Course Outline

Day 1: The Media Environment and the Spokesperson Role

- News Values Analysis Using Galtung and Ruge's Criteria
- Media Landscape Mapping: Broadcast, Print, Digital, Podcast and Social Channels
- Spokesperson Roles and Authority in a Corporate Media Policy
- On-the-Record, Background and Off-the-Record Ground Rules
- Media Exposure Audit Using a Sentiment and Share-of-Voice Tracker

Day 2: Message Frameworks and Interview Models

- Message House: Umbrella Message, Pillars and Proof Points
- Covello Message Mapping: The 27/9/3 Template
- Inverted Pyramid Structure for Press Statements
- Interview Formats: Studio, Down-the-Line, Doorstep and Press Conference
- Barcelona Principles 4.0 and the AMEC Integrated Evaluation Framework

Day 3: Interview Technique and On-Camera Presence

- Bridging, Flagging and Blocking Techniques
- Sound-Bite Construction and the Quotable Line Test
- Q&A Briefing Document with Anticipated Hard Questions
- On-Camera Presence Review: Eye-Line, Posture and Vocal Pace
- Remote and Podcast Interview Protocols for Long-Form Formats

Day 4: Hostile Interviews and Media Risk

- Hostile Question Types: Hypothetical, Either-Or, Loaded and Absent-Party
- Ambush and Doorstep Interview Handling Protocol
- Misquotation, Correction Request and Right-of-Reply Procedure
- Social Media Amplification Risk Using ISO 22329 Monitoring Guidance
- Spokesperson Approval Matrix and Embargo Management

Day 5: Recorded Interview Role-Plays and the Spokesperson Readiness Pack

- Recorded Studio Interview Role-Play on a Business Announcement
- Press Conference Role-Play with a Hostile Journalist Panel
- Playback Review Using a Spokesperson Performance Scorecard
- Message House and Q&A Brief Build for a Live Organisational Topic
- Spokesperson Readiness Pack Assembly and Peer Review

Skills You Will Gain

- Message Discipline
- Interview Control
- Sound-Bite Writing
- On-Camera Presence
- Media Risk Judgement
- Spokesperson Governance
- Communication Evaluation

Why Attend This Course

- Leave with a Spokesperson Readiness Pack, including a message house and Q&A brief for a live topic
- Watch recorded playback of your own interviews and see exactly where control was gained or lost
- Know the ground rules to set before speaking to a journalist, and when to decline an interview
- Rehearse against peers from other sectors who face similar questions in different media markets

Conclusion

Credible spokespeople prepare their messages, set the ground rules and keep control of the interview whatever the journalist asks. This course moves from how the media select stories, through message houses, message maps and interview formats, to the hostile questioning, misquotation and social amplification that test every spokesperson. The final day puts each participant in front of the camera and a journalist panel, and the Spokesperson Readiness Pack they complete gives them a prepared position for their next media appearance.