

BRANDING AND MESSAGING IN THE MEDIA AND IN THE BOARDROOM

[Suzanne Spurgeon](#), Women Media Pros Founder/Former CNN Vice President, and [Patsy Cisneros](#), Corporate Icon, Inc. CEO/Certified Executive Image Consultant, present customized one and two-day workshops for executives and other professionals.

Whether you are being interviewed by media,
making a corporate presentation, or posting on social media,
YOU NEED TO STAY ON MESSAGE AND PROTECT/PROMOTE YOUR BRAND.

A Course Workbook and video from your on-camera practice sessions are provided.

Please select areas of training from the following Topic Menu:

Media Jargon

Know Your Media Rights

Relaxation Techniques for On-Camera Nerves or Jitters in the Boardroom

Developing Media Messages and Staying on Message (Bridging)

Interview Styles (Ambush, Softball, Walk and Talk, 2-Shot, Remote)

Avoiding Media Traps

Speaking in Sound Bites for Broadcast Interviews

Aesthetics for TV (Clothing, Makeup, Hair, Jewelry, and More)

Camera Presence (Eye Contact, Body Language, Gesturing, Facial Expressions, and Other Non-Verbal Cues)

Voice and Diction (Pitch & Tone, Projection, Rate of Speech and More)

On-Camera Practice with Playback of Videotaped Practice with Expert Critique and Correction Techniques

Crisis Communications Basics

Preparing for News Conferences

Transferable Skills from Media Training to Business Meetings

Business & Social Etiquette (Meetings, Social Functions, Networking Skills)

Business Wardrobe (Packaging Yourself for Advancement, Interview Preparation for Improved Income Offers; Business Casual Levels and More)

Body Positioning (Territory Establishment, Rapport Building)

Communication Style (Multi-Cultural Considerations, Difficult People/Situations, Male-Female Communication, *Next Generation Communication*)

Advanced Business Presentation Skills (PowerPoint/Keynote and Visuals)

2nd Round of On-Camera Practice with Playback Critiques and Correction Techniques [Schedule a 2nd Day for Learning Reinforcement]

Webcam Follow-Up Coaching Appointments for Personalization, Reinforcement, and Continued Learning