

SPOKESPERSON & SPEECH WRITING

Executive Spokesperson Excellence: Media Interviews, Message Control & Public Confidence

A two-day programme in executive spokesperson skills, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This programme equips executives and designated spokespersons with the skills to represent their organisations clearly, credibly and confidently across traditional, digital and live media. Participants practise message development, interview preparation, bridging techniques and audience-aware delivery while learning to protect trust and organisational reputation.

What participants will learn

- 01** Build confidence and credibility when speaking on behalf of an organisation.
- 02** Deliver concise, consistent messages across interviews, briefings and public engagements.
- 03** Respond to challenging or unexpected questions without becoming defensive.
- 04** Strengthen verbal, non-verbal and on-camera communication skills.

Who should attend

Senior leaders, corporate affairs and PR teams, communications managers, government officers, media liaison personnel and appointed organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Create a practical readiness checklist, approval pathway and individual development plan for future media engagements.

Detailed programme

Day 1 - Foundations & Core Skills

01 The Modern Spokesperson

- Understand the spokesperson's role, responsibilities, audience expectations and the relationship between credibility, transparency and organisational trust.

02 Message Architecture & Key Talking Points

- Develop a clear core message, supporting proof points and audience-specific talking points that remain consistent across channels.

03 Interview Preparation & Question Mapping

- Research interview context, anticipate likely questions, prepare evidence and identify sensitive areas before an interview.

04 Vocal Delivery, Body Language & On-Camera Presence

- Practise voice control, pace, posture, facial expression and concise delivery for in-person, broadcast and virtual interviews.

Detailed programme

Day 2 - Application, Practice & Action Planning

05 Answering Difficult Questions & Message Bridging

- Use direct answers, clarification and ethical bridging to return to key messages without evasion or misleading claims.

06 Media Formats: TV, Radio, Print, Podcast & Digital

- Adapt answers to different formats, time limits, audiences and recording environments.

07 Simulation Lab: Live Interview Practice

- Take part in mock interviews, receive structured feedback and improve message clarity, composure and delivery.

08 Personal Action Plan & Spokesperson Readiness

- Create a practical readiness checklist, approval pathway and individual development plan for future media engagements.

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TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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