

MEDIA & JOURNALISM

Media Interview Skills & Executive Spokesperson Excellence

A two-day programme in media interview skills for spokespersons, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

An intensive executive-coaching program designed to prepare leaders, CEOs, and designated spokespersons for high-stakes interviews across traditional broadcast, podcasts, streaming formats, and interactive digital press conferences.

What participants will learn

- 01** Executive Presence: Project authority, empathy, and composure on camera and in digital formats.
- 02** Message Delivery Mastery: Pivot seamlessly from hostile questions back to core strategic pillars.
- 03** Format Flexibility: Excel across live broadcast, remote streaming, immersive 3D interviews, and audio formats.
- 04** Crisis Interview Confidence: Maintain control during high-pressure scrums and aggressive investigations.

Who should attend

Media and communication professionals, PR teams, content producers, journalists and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Final Assessment: Capstone interview performance and personalized growth roadmap.

Detailed programme

Day 1: Delivery Mechanics, Messaging & On-Camera Mastery

01 The Modern Spokesperson Landscape

- The demands of modern media: Authenticity, speed, hyper-scrutiny, and clip-based redistribution.
- Defining your executive persona and aligning it with core organizational values.
- Baseline Assessment: On-camera diagnostic interview.

02 Strategic Message Framing & The Triangle Method

- Constructing clear, memorable core messaging blocks and supporting proof points.
- The art of bridging: Redirecting difficult queries to core strategic themes.
- Drill: Bridging away from distraction questions under time constraints.

03 Vocal Control, Non-Verbal Communication & Body Language

- Mastering tone, pacing, eye line, and micro-expressions for high-definition video.
- Managing physical nervous energy and projecting grounded confidence.
- Practical: Vocal warm-ups and video gesture analysis.

04 Remote & Virtual Studio Environments

- Technical mastery of remote studio setups: Lighting, camera positioning, eye-contact tech, and audio setup.
- Maintaining high engagement through a camera lens without live studio audiences.
- Studio Simulation: Conducting a remote studio interview session.

Detailed programme

Day 2: Advanced Formats, Hostile Scenarios & Crisis Performance

05 Navigating Hostile & Investigative Interviewers

- Identifying interviewer traps: False premises, hypothetical scenarios, and rapid firing.
- Staying calm and authoritative during aggressive questioning.
- Practical Session: Mock aggressive broadcast interview with full video debrief.

06 Long-Form Podcasts & Unscripted Dialogue

- Adapting to 1-2 hour unscripted conversations without slipping off-message.
- Storytelling techniques for informal, deep-dive audio/video formats.
- Simulation: Long-form podcast guest simulation.

07 Live Digital Scrums & Interactive Press Events

- Handling real-time audience chats, live Q&A feeds, and rapid-fire media scrums.
- Managing multi-reporter queues calmly and systematically.
- Simulation: Live interactive press event simulation.

08 Continuous Improvement & AI Post-Interview Coaching

- Using AI facial, vocal, and content analysis tools for continuous personal performance evaluation.
- Developing a personal pre-interview routine and executive prep plan.
- Final Assessment: Capstone interview performance and personalized growth roadmap.

How you will learn

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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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