

SPOKESPERSON & SPEECH WRITING

Media Interview & Press Conference Mastery: Handling Tough Questions with Confidence

A two-day programme in media interviews & press conference skills, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This hands-on course prepares participants to plan and deliver effective media interviews and press conferences. It focuses on message discipline, question handling, press conference design, spokesperson coordination and follow-up communication.

What participants will learn

- 01** Prepare for interviews using realistic question and risk scenarios.
- 02** Answer clearly under pressure while remaining accurate and professional.
- 03** Plan press conferences that serve media needs and organisational objectives.
- 04** Coordinate speakers, briefing materials and follow-up actions more effectively.

Who should attend

Spokespersons, PR and media relations teams, senior managers, public information officers and event communication teams.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 - Foundations & Core Skills

01 Understanding Media Needs & Interview Dynamics

- Explore newsroom priorities, deadlines, interview formats and the factors that shape media questions.

02 Preparing Messages, Facts & Supporting Materials

- Build key messages, verify figures, prepare biographies and background notes, and align internal approvals.

03 Question Handling & Challenging Interview Scenarios

- Practise concise answers to critical, repetitive, leading and ambiguous questions.

04 Interview Performance & Media Etiquette

- Develop composure, listening, camera awareness, clear delivery and professional conduct.

Detailed programme

Day 2 - Application, Practice & Action Planning

05 Designing an Effective Press Conference

- Set objectives, select speakers, plan the agenda, venue or virtual format, and define the Q&A process.

06 Managing Q&A, Follow-Ups & Unanswered Questions

- Handle difficult questions transparently, identify what requires verification and provide timely follow-up.

07 Mock Press Conference & Interview Rotation

- Run a simulated media event with spokesperson, journalist and observer roles followed by feedback.

08 Debrief, Measurement & Readiness Checklist

- Evaluate message pickup, unanswered issues, stakeholder feedback and improvements for future engagements.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

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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