

PUBLIC RELATIONS

Public Speaking, Media Interviews & Message Delivery

A two-day programme in public speaking & media interviews, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

A hands-on, highly practical performance masterclass aimed at building confident, persuasive public speakers and media-ready spokespersons through coaching and video analysis.

What participants will learn

- 01** Public Speaking Confidence: Overcome stage anxiety and command attention during live presentations.
- 02** Master Media Interviews: Handle print, podcast, TV, and digital media interviews with composure.
- 03** Non-Verbal Mastery: Match body language, eye contact, and tone of voice to spoken messaging.
- 04** Handling Tough Questions: Learn techniques to answer hostile, rapid-fire, or off-topic questions cleanly.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Group exercise: Simulating a live press conference with multiple journalists throwing difficult questions.

Detailed programme

Day 1: Foundations of Dynamic Public Speaking

01 The Mechanics of Powerful Delivery

- Controlling voice tone, pitch, pacing, pause techniques, and posture to command authority.

02 Structuring Persuasive Speeches & Presentations

- Utilizing narrative hooks, rule-of-three, and memorable anchors to design engaging speeches.

03 Stage Presence & Visual Engagement

- Managing stage movement, slide-free storytelling, and non-verbal audience connection.

04 Managing Performance Anxiety & Pressure

- Tactical physical and mental preparation exercises to eliminate nervousness before major appearances.

Detailed programme

Day 2: Media Interview Training & Practical Simulations

05 Interview Types & Platform Adjustments

- Tailoring delivery styles for broadcast TV, conversational podcasts, quick doorstops, and digital streams.

06 The Art of Bridging & Message Control

- Using bridging phrases to guide conversations away from traps and back to primary strategic pillars.

07 Intensive On-Camera Simulation Lab

- Individual recorded interview practice with instant playback analysis, personalized feedback, and coaching.

08 Handling High-Pressure Press Conferences

- Group exercise: Simulating a live press conference with multiple journalists throwing difficult questions.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Group exercise: Simulating a live press conference with multiple journalists throwing difficult questions.

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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