

## Level 2 Professional Spokesperson

31 May – 4 June 2027  
Lyon (France)

UK Training

# PARTNER



## Level 2 Professional Spokesperson

**Ref:** 3254286\_164207 **Date:** 31 May – 4 June 2027 **Location:** Lyon (France) **Fees:** 5200 GBP

### Introduction

Welcome to the Level 2 Professional Spokesperson course, designed for individuals aiming to master the essential skills needed to excel as a professional spokesperson. This advanced program focuses on the techniques and best practices that will help participants confidently represent their organizations across diverse platforms. Whether preparing for a media interview, navigating a crisis, or building trust with audiences, this course provides a comprehensive pathway to becoming a good spokesperson who communicates with authority and credibility.

In today's communication landscape, understanding the spokesperson meaning and role is critical. This training not only helps define the responsibilities of a spokesperson, but also equips participants with the tools to excel in real-world scenarios. From becoming an effective advertising spokesperson to managing media relations as a police spokesperson or product spokesperson, this course prepares you for every challenge.

### Course Objectives

- Provide participants with an in-depth understanding of advanced spokesperson techniques.
- Enhance knowledge of effective communication strategies for professional representation.
- Develop skills for delivering clear, persuasive, and engaging messages.
- Teach techniques for managing media interactions and interviews.
- Equip participants to handle crisis communication and reputational risks.
- Improve non-verbal communication skills, including body language and vocal delivery.
- Offer practical simulations to apply learned skills in real-world scenarios.
- Foster an understanding of ethical responsibilities as a professional spokesperson.

### Course Outlines

#### Day 1: Introduction to Professional Spokespersonship

- Understanding the definition of spokesperson and their role in today's communication landscape.
- Key responsibilities and standards for becoming the best spokesperson in your field.
- Strategies for identifying target audiences and tailoring messages effectively.
- Building credibility and trust as a spokesperson.
- Ethical considerations and professional standards in spokespersonship.

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## **Day 2: Effective Message Delivery**

- Crafting clear, concise, and impactful messages that resonate.
- Techniques for capturing and maintaining audience attention.
- Applying persuasive communication strategies and storytelling.
- Using visual aids and technology for more engaging presentations.

## **Day 3: Media Relations and Interview Skills**

- Overview of the media landscape and its significance for a professional spokesperson.
- Preparing for media interactions: research, message development, and rehearsals.
- Techniques for delivering key messages and staying composed during interviews.
- Handling difficult questions and navigating challenging media interactions.
- Non-verbal communication and body language for professional appearances.

## **Day 4: Crisis Communication and Reputation Management**

- Recognizing potential crises and developing response strategies.
- Crafting crisis communication plans and protocols.
- Managing media inquiries during crises while protecting organizational reputation.
- Case studies and role-play exercises in crisis scenarios.

## **Day 5: Advanced Communication Skills and Practical Application**

- Techniques for enhancing vocal delivery and effective speech.
- Skills for active listening and adaptive communication in different contexts.
- Role-playing exercises and simulations for practical application.
- Personalized feedback and coaching for improvement.
- Final assessments for spokesperson certification and evaluation.

## **Why Attend This Course: Wins & Losses!**

- Mastery of advanced spokesperson techniques to confidently represent your organization.
- Skills to become a good spokesperson who communicates with clarity and credibility.
- Expertise in managing media relations as an advertising spokesperson, product spokesperson, or police spokesperson.
- Practical knowledge to handle crisis communication and reputational challenges.
- The ability to engage audiences effectively across multiple platforms.
- Preparation to become a spokesperson who upholds ethical standards and builds trust.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in gold and silver. The text 'UK Training' is in a small font, and 'PARTNER' is in a large, bold, black font, both positioned above the chess pieces.

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## Conclusion

Completing the Level 2 Professional Spokesperson course empowers participants to excel in media interactions, craft compelling messages, and uphold the highest ethical standards as a professional spokesperson. Whether you aspire to become an advertising spokesperson, product spokesperson, or represent organizations in crisis, this course equips you with the skills and confidence needed to succeed.

**Master the art of communication, navigate media challenges, and ensure that every message you deliver resonates with clarity, authority, and credibility. Take the next step to become a spokesperson who makes a lasting impact!**

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