

Level 2 Professional Spokesperson

Boston (USA)

12 - 16 August 2024

UK Training

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Level 2 Professional Spokesperson

Code: PR28 From: 12 - 16 August 2024 City: Boston (USA) Fees: 5700 Pound

Introduction

The Level 2 Professional Spokesperson course is designed to provide participants with the latest knowledge and skills required to excel in the field of professional spokespersonship. This comprehensive course will cover advanced techniques and best practices in the industry, equipping participants to effectively communicate and represent organizations in a variety of settings. Participants will learn how to deliver engaging and persuasive messages, handle media interviews, and enhance their overall communication skills as a professional spokesperson.

Course Objectives

- Provide participants with a comprehensive understanding of modern advanced spokesperson techniques.
- Enhance participants' knowledge of effective communication strategies and tactics.
- Develop participants' skills in delivering engaging and persuasive messages.
- Teach participants how to effectively handle media interviews and interactions.
- Equip participants with the ability to manage crisis communications and navigate challenging situations.
- Enhance participants' non-verbal communication skills, including body language and vocal delivery.
- Provide participants with practical exercises and simulations to apply the learned skills in real-world scenarios.
- Foster a deeper understanding of ethical considerations and responsibilities as a professional spokesperson.

Course Outline

Day 1

Introduction to Professional Spokespersonship

- Evolution of spokespersonship in the modern era
- Role and responsibilities of a professional spokesperson
- Understanding target audiences and tailoring messages accordingly
- Building credibility and trust as a spokesperson
- Ethical considerations and professional standards

Day 2

Effective Message Delivery

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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- Crafting clear and concise messages
- Techniques for engaging and capturing audience attention
- Persuasive communication strategies
- Storytelling techniques for impactful messaging
- Utilizing visual aids and technology in presentations

Day 3

Media Relations and Interview Skills

- Understanding the media landscape and its impact on spokespersonship
- Preparing for media interviews: research and message development
- Techniques for delivering key messages during media interactions
- Handling difficult questions and challenging situations
- Non-verbal communication and body language in media appearances

Day 4

Crisis Communication and Reputation Management

- Identifying and managing potential crises
- Developing crisis communication plans and strategies
- Handling media inquiries during crises
- Maintaining and restoring organizational reputation
- Case studies and simulations of crisis communication scenarios

Day 5

Advanced Communication Skills and Practical Application

- Enhancing vocal delivery and speech techniques
- Active listening and effective communication in various settings
- Role-playing exercises and simulations for real-world scenarios
- Feedback and coaching for improvement
- Final assessments and certification

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