

Level 2 Professional Spokesperson

Sharm El-Sheikh (Egypt)

26 - 30 April 2026

UK Training

PARTNER



Level 2 Professional Spokesperson

Code: PR28 From: 26 - 30 April 2026 City: Sharm El-Sheikh (Egypt) Fees: 3700 Pound

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.

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.

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver, set against a backdrop of concentric circles.

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.

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!

A graphic of a chessboard with several chess pieces. In the foreground, there are three pieces: a silver pawn, a silver knight, and a gold king. In the background, there are concentric circles emanating from the center of the board.

UK Training
PARTNER

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

