

## A One Day Course in the Art of Communication

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Just about everybody has heard (and even used) the term “information age”. But few people outside of the media industry have ever seriously considered the impact that the media can have on their lives and careers.

There was a time when the mere idea of appearing on television or the radio was, for the vast majority of us, close to unthinkable. Media appearances were the province of professional pundits, performers and celebrities. But that was before desktop publishing, satellite TV, cable, the digital network and, of course, the internet emerged to provide 24-hour a day coverage of everything everywhere.

This means that there are now thousands of media outlets in the market all of whom are competing ferociously for news, views and information to keep themselves alive and ahead of their competitors.

This maelstrom of sounds and images has led to a world in which perception often counts for much more than reality. There is an old axiom that reputation is built glacially but falls in an avalanche and anyone who works in either the private or public sector needs to be aware of this and prepared to deal professionally with that crucial camera or microphone.

That is precisely what this course is designed to achieve. Delegates will learn the importance of preparation, language, presentation and even breathing. Ideally, we must learn to regard the media machine not as an ogre to be feared but as an ally to be seduced.

### Areas covered include:

- **Engagement and communication**
- **The importance of appearance**
- **Breathing – the key to everything**
- **Eyes – the windows to the soul**
- **Coherent language – getting the message across**
- **Saying what you mean and meaning what you say**
- **The importance of self-awareness**
- **Breaking down the barriers**
- **Relaxation**
- **Microphone and camera technique**
- **Tips, tricks and methods of successful engagement.**



### Practical Working

- **There will also be a mock ‘media interview’ session with each delegate being interviewed on camera as if they were appearing on a local or national TV news programme. The results will be recorded and played back for comments and feedback.**

\* **To ensure that the full benefit is derived by each participant, delegate numbers are limited to 8 for this course**