

Training Course on Mastering Public Speaking and Media Engagement

Professional Development Training Course Outline

Category	CEOs and Directors	Duration	10 Days
Base Fee	\$3,000 USD	Delivery Mode	Online / On-site Hybrid

Course Introduction

In today's interconnected world, effective **communication** is paramount. Whether you're a business leader, a community advocate, or an emerging professional, the ability to deliver **impactful presentations** and navigate the **media landscape** is no longer a soft skill, but a critical **leadership competency**. Training Course on Mastering Public Speaking and Media Engagement provides cutting-edge strategies and practical techniques to transform participants into confident, persuasive, and media-savvy communicators, empowering them to **influence stakeholders**, **build strong personal brands**, and **shape public perception**.

This immersive program goes beyond traditional public speaking, integrating essential **media engagement** skills for the modern era. Participants will learn to craft compelling **narratives**, master **delivery techniques** for various platforms, and confidently handle **media interviews**, crisis communications, and digital interactions. Through hands-on exercises, personalized feedback, and real-world case studies, attendees will develop the **executive presence** and **strategic communication** prowess necessary to thrive in any public or media-facing role, driving **organizational success** and **personal growth**.

Programme Curriculum

Training Course on Mastering Public Speaking and Media Engagement

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10 days

Course Objectives

1. Develop an authentic and commanding **leadership presence** in public speaking and media interactions.
2. Design and deliver **persuasive messages** that resonate with diverse audiences and inspire action.
3. Implement proven strategies for **managing stage fright** and channeling nervousness into positive energy.
4. Excel in **online communication** and **webinar delivery** for maximum impact in a digital-first world.
5. Confidently handle **press conferences, broadcast interviews, and digital media engagements** with poise.
6. Strategize and execute effective **messaging during crises** to protect reputation and build trust.
7. Utilize **powerful storytelling techniques** to connect emotionally and make messages memorable.
8. Master **body language, vocal variety, and eye contact** for impactful delivery.
9. Adapt communication styles and content to effectively reach and **persuade multicultural** and varied groups.
10. Articulate a clear **personal brand narrative** and consistently project it across all communication channels.
11. Design and integrate **compelling visuals** (slides, multimedia) to enhance presentations.
12. Skillfully manage **question and answer sessions** and deliver impactful **impromptu remarks**.
13. **Measure Communication Impact:** Understand metrics and feedback mechanisms to continuously improve **communication effectiveness.**

Organizational Benefits

- Employees become confident and articulate brand ambassadors, strengthening the organization's public image.
- Leaders gain the skills to inspire teams, articulate vision, and drive strategic initiatives effectively.
- Proactive and professional media engagement leads to positive press and thought leadership positioning.
- Teams are equipped to handle sensitive situations with clear, consistent, and credible communication.

- Empowered employees are more likely to share ideas, contribute in meetings, and represent the organization externally.
- Clear and persuasive communication fosters trust and collaboration with clients, partners, and investors.
- Organizations with strong communicators stand out in a crowded marketplace, attracting talent and opportunities.
- Improved communication skills cascade throughout the organization, leading to better team collaboration and alignment.

Target Audience

1. Senior Executives & Leaders
2. Public Relations & Communications Professionals
3. Sales & Business Development Teams
4. Emerging Leaders & High Potentials
5. Academics & Researcher.
6. Non-Profit & NGO Leaders.
7. Government Officials & Public Servants.
8. Entrepreneurs & Startup Founders

Course Outline

Module 1: Foundations of Impactful Communication

- Understanding the psychology of audiences and crafting audience-centric messages.
- Identifying and overcoming common public speaking fears
- Developing an authentic communication style and building rapport.
- The power of verbal and non-verbal cues: body language, voice modulation, eye contact.
- **Case Study:** Analyzing a successful TED Talk to dissect audience engagement techniques and authentic delivery.

Module 2: Crafting Your Core Message & Narrative

- Defining your purpose, key takeaways, and call to action.
- Structuring speeches and presentations for maximum clarity and impact
- Developing compelling opening hooks and memorable conclusions.
- Integrating data, statistics, and evidence persuasively.
- **Case Study:** Deconstructing a corporate earnings call to identify clear messaging, purpose, and stakeholder engagement.

Module 3: The Art of Storytelling in Public Speaking

- Principles of effective storytelling: character, conflict, resolution.
- Using personal anecdotes and illustrative stories to connect emotionally.
- Structuring a compelling narrative arc for maximum engagement.
- Adapting stories for different audiences and time constraints.
- **Case Study:** Examining how a social activist uses personal stories to advocate for change and rally support.

Module 4: Mastering Delivery and Presence

- Techniques for vocal projection, pacing, and articulation.
- Strategic use of pauses for emphasis and impact.

- Commanding the stage: movement, gestures, and confident posture.
- Managing nervousness and harnessing adrenaline for energetic delivery.
- **Case Study:** Analyzing a political speech for effective vocal delivery and stage presence, noting how it influenced the audience.

Module 5: Designing Engaging Visuals & Multimedia

- Principles of effective slide design: clarity, conciseness, visual appeal.
- Integrating images, videos, and infographics to enhance understanding.
- Avoiding "Death by PowerPoint" and common visual aid mistakes.
- Tools and software for creating professional presentations.
- **Case Study:** Redesigning a "before and after" corporate presentation to demonstrate the impact of improved visual communication.

Module 6: Virtual Presentation Excellence

- Optimizing your virtual presence: lighting, background, camera angle.
- Engaging remote audiences through interactive tools and techniques.
- Managing technical challenges and maintaining flow in online sessions.
- Strategies for virtual Q&A and breakout rooms.
- **Case Study:** Evaluating a well-executed virtual conference keynote for its engagement strategies and technical proficiency.

Module 7: Introduction to Media Engagement

- Understanding the media landscape: traditional vs. new media.
- The role of media in shaping public perception and brand reputation.
- Key principles of effective media relations and building journalist relationships.
- Identifying media opportunities and developing compelling news angles.
- **Case Study:** Analyzing a company's proactive media outreach strategy for a new product launch.

Module 8: Crafting Media Messages & Soundbites

- Developing concise and impactful key messages for media consumption.
- Mastering the "soundbite" – short, memorable, quotable statements.
- Anticipating tough questions and preparing strategic responses.
- Bridging and flagging techniques to steer interviews back to key messages.
- **Case Study:** Practicing transforming complex policy information into digestible soundbites for a news segment.

Module 9: Navigating Media Interviews with Confidence

- On-camera presence: posture, eye contact, and vocal control for TV/video.
- Radio interview techniques: vocal dynamics and clear articulation.
- Print and online interview strategies: providing compelling quotes and information.
- Handling challenging interviewers and controversial questions.
- **Case Study:** Role-playing a simulated live TV interview, with constructive feedback on performance.

Module 10: Crisis Communication Fundamentals

- Defining a crisis and its potential impact on reputation.
- Developing a crisis communication plan and identifying a spokesperson.

- Key principles of transparency, timeliness, and empathy in crisis messaging.
- Communicating effectively with internal and external stakeholders during a crisis.
- **Case Study:** Analyzing a real-world corporate crisis and evaluating the effectiveness of its communication response.

Module 11: Digital Media Engagement & Social Media for Spokespersons

- Leveraging social media platforms for thought leadership and engagement.
- Guidelines for spokesperson activity on social media.
- Responding to comments and managing online reputation.
- Understanding viral content and managing online narratives.
- **Case Study:** Reviewing how a public figure successfully used social media to clarify a misconception or promote a cause.

Module 12: Advanced Persuasion and Influence Techniques

- Ethical persuasion: building trust and credibility.
- Understanding cognitive biases and tailoring messages accordingly.
- Techniques for handling objections and difficult questions gracefully.
- Building consensus and motivating action.
- **Case Study:** Analyzing a successful negotiation or advocacy campaign to identify persuasive communication tactics.

Module 13: Impromptu Speaking and Q&A Mastery

- Strategies for organizing thoughts quickly and speaking off-the-cuff.
- Techniques for active listening and understanding audience questions.
- Providing clear, concise, and confident answers.
- Managing time effectively during Q&A sessions.
- **Case Study:** Conducting impromptu speaking drills based on current events or industry topics.

Module 14: Measuring Communication Effectiveness & Feedback

- Setting measurable communication objectives.
- Gathering feedback: audience surveys, media monitoring, sentiment analysis.
- Utilizing feedback for continuous improvement and skill refinement.
- Personal action planning for ongoing communication development.
- **Case Study:** Developing a feedback framework for an organizational presentation series.

Module 15: Building Your Strategic Communication Plan

- Synthesizing all learned skills into a comprehensive communication strategy.
- Identifying personal communication goals and professional development pathways.
- Networking strategies for public speaking and media opportunities.
- Developing a personal brand statement and communication pitch.
- **Case Study:** Participants develop and present their individual or team strategic communication plan for a real-world scenario.

Training Methodology

This course employs a highly **interactive** and **experiential learning** methodology, blending theoretical knowledge with extensive practical application. Key components include:

- **Interactive Lectures & Discussions:** Engaging presentations on core concepts, fostering peer-to-peer learning.
- **Hands-on Practice Sessions:** Frequent opportunities for participants to deliver speeches, mock interviews, and presentations.
- **Personalized Feedback & Coaching:** Constructive feedback from experienced trainers and peers, with individual coaching where appropriate.
- **Video Analysis:** Recording and reviewing participant performances for self-assessment and targeted improvement.
- **Role-Playing Scenarios:** Simulating real-world public speaking and media engagement situations (e.g., press conferences, difficult Q&A).
- **Case Studies & Real-World Examples:** Analyzing successful and unsuccessful communication strategies from diverse industries.
- **Group Activities & Collaborative Exercises:** Fostering teamwork and learning from diverse perspectives.
- **Practical Tools & Templates:** Providing actionable frameworks and resources for ongoing application.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- The participant must be conversant with English.
- Upon completion of training the participant will be issued with an Authorized Training Certificate
- Course duration is flexible and the contents can be modified to fit any number of days.
- The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- One-year post-training support Consultation and Coaching provided after the course.
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Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
21 Sep 2026	02 Oct 2026	Online	\$2,000
21 Sep 2026	02 Oct 2026	Physical	\$3,000
21 Sep 2026	02 Oct 2026	Physical	\$0
21 Sep 2026	02 Oct 2026	Physical	\$0
21 Sep 2026	02 Oct 2026	Physical	\$0
21 Sep 2026	02 Oct 2026	Physical	\$0
21 Sep 2026	02 Oct 2026	Physical	\$0
21 Sep 2026	02 Oct 2026	Physical	\$0

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