International School of Communication

Sample media training agenda (one-day)

Time	Activity
09:30	Coffee, introductions, housekeeping, discussion of needs and goals
09:45	Briefing 1: messages, proof points, news values, body language and interview practicalities.
10:15	Preparation 1: each participant is provided with an interview scenario, including a topic and details of the journalist who will conduct the interview. There is a brief, structured preparation phase in which messages and proof points are defined, along with discussion of likely questions and issues for the interview.
10:45	Interview 1: each participant takes part in a realistic simulated interview on their agreed topic and scenario. Interviews are conducted exactly as they would be in real life, and recorded on broadcast quality camera and sound equipment.
11:15	Break
11:30	Feedback 1: interview performance played back and reviewed on screen, with pauses for coaching and individual learning points to be worked on in the next interview.
12:00	Interview 2: each participant conducts a second interview on a new scenario, and usually in a different interview format to allow familiarization with a wider range of situations.
12:30	Feedback 2: interviews are replayed again for further coaching and feedback.
13:00	Lunch
14:00	Briefing 2: handling difficult questions, managing interview dynamics.
14:30	Interview 3: the third interview of the day is generally more challenging, allowing participants to practice more advanced techniques for handling difficult questions and proactively managing the interview agenda on harder topics
15:15	Feedback 3
16:00	Closing discussion, Q&A, reinforcement of learning points
16:30	Training ends Presentation of training certificates