

# Media Masterclass

Practical Training for Professional People



## Part 1: The Art of the Interview

Interviewing clients is your strength. So why does it feel like you might be asking the wrong questions in your on-camera interviewing?

We will help you sharpen your on-camera interviewing techniques. In this 90-minute presentation, we highlight the differences between client and on-camera interviewing and reveal how the questions you're asking may actually discourage good answers.

We will also share strategies on how to prepare, focus and deliver knockout answers if the camera is pointed at you. The session includes top tips on voice delivery and presence to help you effectively engage your audience.

90 minutes

## Part 2: Mastering the Media

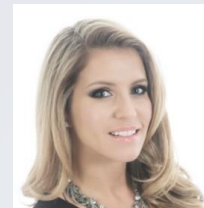
A reporter has just called, they have an urgent deadline and need a comment from you on a judgment. What do you do?

'Mastering the Media' will give you strategies and tactics to prepare for both live and pre-recorded media appearances. You'll gain insight into what it is journalists want from you and how to deliver it memorably

You will learn the 'Golden Rules' and 'Deadly Sins' of media interviews and be given advice on how to navigate the traps and tricky questions that you may encounter.

90 minutes

## Our Trainer



Krista Erickson is Gemini-nominated journalist and presenter. She started her media career in 1999 at Canada's public broadcaster (CBC) covering domestic and international politics as well as Canadian courts as a reporter and lead news anchor.

Krista hosted her own show 'Canada Live with Krista Erickson' on which she interviewed Canada's current and former Prime Ministers.

She is now based in London and delivers our specialist broadcast media coaching to small groups or 1-1.

## Contact

Please contact us on 020 7416 6076 or email [training@deburghgroup.com](mailto:training@deburghgroup.com) to discuss your needs.

## Testimonial

"Extremely helpful and very practical"  
*Linklaters*

BESPOKE • EFFECTIVE • PRACTICAL • RELEVANT