



**GROUP**  
**emc**

## EXECUTIVE MEDIA COACHING

**definitive leadership training for excellence  
in media communications and performance**

**Own your own story and create  
the profile YOU want.**

### Ask yourself:

- **Are you perceived and received as positively as you'd like by your key stakeholders?**
- **How influential are you?**
- **Do you manage the media or does the media manage you?**

This program lifts the lid on effective media engagement, powerful media messaging and successful interview skills.

It provides high profile business leaders with essential tools to create and build media profile, credibility and message impact.

This powerful program is provided exclusively to in-house client groups where real examples and peer feedback are used for lasting impact and an intensely valuable experience.

### Why GroupEMC?

*We have coached more than 5000 Australian business leaders and public figures over the past two decades and now you can use the same insights to influence people to achieve your corporate objectives.*

*Our method is the result of hands-on experience in strategic communications and media presentation, and taps into more than 25 years of frontline metropolitan and international journalistic experience.*

### Who it's for:

Senior Leaders who face the media and are involved in reputational leadership or issues management, and need to be confident, credible and persuasive in pro-actively representing their organisation and its interests.

### What you'll learn:

- How to structure interviews to minimise negative journalist reaction, create interesting news and convey your message.
- Identifying and using your personal presentation strengths in interviews to project a professional, credible image.
- Understanding how your audience will perceive your performance.
- Creating an authentic and positive connection with your audience.
- Improving your personal presence and confidence.
- Integrating your strategy and key message delivery with the media's wants and needs.

### How you'll learn:

- 1 day tailored program (or time tailored to suit)
- contextual material coverage
- explanation and provision of specific tools and techniques
- immediate toolbox implementation
- practical workshop exercises + on-camera practice, review and feedback

### What you'll take away:

Each participant receives:

- a 60 page pre-course media skills Handbook
- a comprehensive participant training Workbook
- a customised selection of up to 40 handouts and template tools

### For bookings and enquiries:

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