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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Course Duration

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

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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