



# MEDIA AND PRESENTATION WORKSHOPS

When it comes to media interviews and public speaking, you've got one shot to make it count. Dynamic, persuasive presentation skills and media savvy are hallmarks of today's most influential leaders. Gallatin's Media and Presentation Trainings will prepare you and your team to **connect with your audience, anticipate tough questions, manage hostile interviews and communicate effectively**. Our trainers are former print and TV news journalists, and public affairs professionals with decades' experience successfully navigating the most hostile media environments.

## Our Training Model

- Our **one-day workshops** are customized for you based on your needs, your industry, and your team.
- We conduct **research** in preparation for your workshop, reviewing past media coverage, learning about the issues and positions you need to communicate, and assessing your media and business environment.
- On-camera interviews and **mock presentations** simulate real-life scenarios and provide invaluable feedback and practice opportunities.
- Our veteran print and TV news journalists reveal all the tricks of the trade, like the tactics reporters employ to trip you up, rattle your cage, or get you talking. And you'll **learn how to handle them like a pro**.
- We will work with you to finely-tune your message and delivery, so that the next time you speak before a group, **what you say will be remembered**.
- You'll leave not only with **confidence and a powerful set of skills**, but also with a complete workshop handbook for you to reference whenever you need.

## Our People

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"I can't think of a better training that I have had. I would whole heartedly recommend the training to any business program."

David O'Brien,  
Program Coordinator  
NOAA

"Very Good. Timely, Direct, Candid and Efficient Delivery of Complex, Unknown Concepts."

Larry Simkins  
President  
Washington Corporation



GALLATIN PUBLIC AFFAIRS

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