



## GALLATIN PUBLIC AFFAIRS Practice Group Overview

### MEDIA & PRESENTATION TRAINING

*What you say is as important as how you say it. Being unprepared for a media interview, speech or public presentation can often do more harm than good. Our full-day media and presentation workshops prepare you and your team to connect with your audience, anticipate tough questions, manage hostile interviews and communicate effectively.*

#### EXPERTISE

- 15 specific tips for effective communication
- Customized full-day workshops for 1-4 people
- On-camera preparation and interview rehearsals
- Over 1,000 business and political communicators successfully trained
- Expertise from former print and TV news journalists

#### SELECTED CLIENTS

- University of Idaho
- Puget Sound Pilots
- Keynetics
- Teck Cominco
- Washington Corporations
- Chevron
- Vestas
- NOAA Aquaculture
- Inland Empire Paper
- Providence Health Care

### PRACTICE GROUP PROFESSIONALS

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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

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