

Sample Training Agenda for Two-Day Training  
Media and Presentation Skills

Day One

Agenda for Message and Media Training

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- 9:30 Introductions and Goal Setting  
Set context for sessions  
Participants to set personal goals, areas for improvement
- 9:45 Messaging Guidance  
Explanation of framing and what makes a good message
- 10:00 Trainees draft messages and group discussion
- 10:30 On Camera Message Practice - Work on Soundbites  
Trainees answer questions with messages
- 11:00 Brief break
- 11:15 Rules of Engagement for Media  
Discussion of bridging and highlighting
- 11:45 Practice Media Scenarios
- Breaking news TV interviews with playbacks and analysis (approx. 30 min)
  - TV talk shows with opposition
- 1:00 Lunch - Discussion of Appearance - What to Wear
- 1:30 Practice Media Scenarios
- Longer form interviews (print interviews & call in radio)
  - Radio phone interviews
  - Long-form print interviews
  - Editorial board meetings

4:00 Preparation for Day-Two Focus on Formal Presentations  
Tips for Effective Presentations

- Organizing the presentation
- Speaking style
- Using PowerPoint, or not...
- Q&A sessions
- Handling tough questions

Give instructions for presentation assignment to be developed overnight

Day Two

Agenda for Presentation Skills Training

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9:30 Quick questions and review from yesterday

9:45 How to Craft Your Elevator Speech

- Trainees create elevator speech
- Practice on camera

10:45 Brief break

11:00 Presentations (first group)

- Participants make their presentations
- Take audience questions, practice bridging, playback, and feedback

1:00 Lunch break

1:30 Presentations (second group)

- Participants make their presentations
- Take audience questions, practice bridging, playback, and feedback

3:00 Conclude Training, Final Questions, and Adjourn