



HONG BAO MEDIA

3110 **Confidence, Not Apprehension™** *Sales-Boosting Media Appearances*

Any opportunity to appear in the media is an opportunity to sell – your products, your services, your brand and yourself. But are you maximising this opportunity? For many business leaders, appearing in the media is a chore best avoided. They dread the prospect of having to answer questions in an interview, worse still if it's broadcast live on radio or television. This course provides you with the tools you need to excel at media appearances and maximise the sales opportunity they provide by looking forward to them with confidence, not apprehension.

Return on investment of this course:

- ✿ **Boost** your sales by communicating more effectively about your products and services
- ✿ **Generate** interest in your listed shares by being more confident in media interviews
- ✿ **Become** confident of handling media interviews without working from prepared notes, or having questions supplied in advance

Topics include:

- ✿ An introduction to media engagement
- ✿ Tools to develop confidence and personality
- ✿ Skills to bring focus and clarity to presentations
- ✿ The key ingredients to telling a good story about your products and services, your brand and yourself
- ✿ A "toolkit" of vocal skills
- ✿ Guidance on how much preparation is enough
- ✿ Guidance for getting over nerves when addressing live audiences
- ✿ What to do immediately before the presentation
- ✿ What to do immediately after the presentation, and
- ✿ A check-list for presenting to live audiences

This course is ideal for:

- ✿ Senior Executives authorised to appear in the media
- ✿ Sales Executives who want to boost sales

Duration:

- ✿ Half-day or full-day

For further enquiries and bookings:

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