



HONG BAO MEDIA

3120 "Right Back Atcha!" *Dealing Effectively With Aggressive Interviewers*

In today's media environment, few interview guests expect to be given the opportunity to answer a series of easy questions with glossy commentary prepared by the communications manager. But equally, few people enjoy dealing with aggressive interviewers intent on launching a personal attack to make you look bad, while seemingly being disinterested in getting proper answers to their questions.

How do you deal with people like that?!

In "Right Back Atcha!" we look at the motivations and *real* intentions of aggressive interviewers and establish the five ground rules for dealing with them effectively. Using practical tools you can employ whenever an interviewer becomes overly aggressive or personal, this course helps you win over the audience, bring across your key messages and come out of the interview feeling confident, rather than deflated.

Return on investment of this course:

- ✿ **Put** past bad experiences behind you
- ✿ **Communicate** your key messages
- ✿ **Win over** the audience
- ✿ **Look forward** to more interviews with renewed enthusiasm

Topics include:

- ✿ Why are some interviewers aggressive?
- ✿ Their weak spots and how to target them
- ✿ What not to do when confronted by an aggressive interviewer

This course is ideal for:

- ✿ Senior managers & public figures who are often in the "hot seat".

Duration:

- ✿ 1 Hour

For further enquiries and bookings:

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