



## HONG BAO MEDIA

### 3135 **Making The Media Love You**

*What To Do To Get Invited Back Again And Again!*

Everything is set – your public relations consultants have organised a radio or television interview, and you are all fired up about it! You are confident you know your three key messages, the necessary statistics or background to make your points, and you are fully aware of what awaits you. But how do you make sure this is not a one-off appearance, but just the start of a series of profile-building interviews? There are five dos and five don'ts media organisations – and the people there who decide who appears again and who doesn't – always bear in mind. Learn these secrets, and get invited back again and again!

*Return on investment of this course:*

- ✿ **Become** the acknowledged, undisputed expert in your industry
- ✿ **Develop** a reputation for being "good talent"
- ✿ **Leverage** the money and effort that goes into securing your first broadcast interview, to be invited back

*Topics include:*

- ✿ The **five things** journalists and guest bookers love the most about their guests
- ✿ The **five things to avoid**, if you want to be invited for additional interviews

*This course is ideal for:*

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

*Duration:*

- ✿ 1 Hour

*For further enquiries and bookings:*

- ✿ **Email:** [mark.laudi@hongbaomedia.com](mailto:mark.laudi@hongbaomedia.com)
- ✿ **Call:** +65 6223 2249
- ✿ **Fax:** +65 6264 6302