

5 WAYS

EXECUTIVES INCLUDED!

ROCK MEDIA INTERVIEWS

In today's digital age, a strong media presence gives companies an edge over the competition.



MAINTAIN YOUR HARD-EARNED REPUTATION... EVEN PROS TRAIN TO CONTINUOUSLY IMPROVE!

PUT A CYBER SPIN ON MEDIA TRAINING

PR firms are personalized, but pricey, and training for evolving high-tech is quickly outdated. Try e-learning, then enlisting PR pros for message delivery perfection. For any method, clearly state objectives, provide only the essentials, and emphasize what's new.

CREATE A MESSAGING CULTURE CLUB

Build messaging fluency for all, using a variety of tools, knowing that people recall:

10% OF WHAT THEY HEAR



20% OF WHAT THEY READ



80% OF WHAT THEY SEE



PUT EXECUTIVES IN THE (RIGHT) SPOTLIGHT

It's critical to ensure executive time and effort is used effectively. Get them they want and need.

- ✓ **STORIES THEY ARE PASSIONATE ABOUT!**
- ✓ **STORIES WHERE THEIR INSIGHTS OR CONTRIBUTIONS HAVE VALUE!**
- ✓ **FINE-TUNED AND SUCCINCT MESSAGING TOOLS!**
- ✓ **AN EFFECTIVE, AND TRUSTED, COMMUNICATIONS ADVISOR!**



MAKE A VILLAGE OF SPOKESPEOPLE

While tempting to rely on just one person, having a team of spokespersons adds tremendous value.

- ✓ **SHOWCASE VARIETY OF COMPELLING PERSPECTIVES AND EXPERTISE!**
- ✓ **PROVIDE A TIMELY 'PLAN B' WHEN A SPOKESPERSON IS UNAVAILABLE!**
- ✓ **ALLOW FOR REST AND RECHARGE TO PREVENT BURNOUT!**

TAKE A HOLISTIC APPROACH TO MARKETING YOUR BUSINESS AND YOUR IN-HOUSE EXPERTS!

FINE-TUNE YOUR MEDIA INSTRUMENTS

Tailor each media briefing document for the upcoming interview. In order to break through cognitive overload, it is consistently formatted so the most important information stands out.

Media Briefing

_____	_____
_____	_____
_____	_____
About This Opportunity	

Key Talking Points	

About Reporter	Relevant News
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

