



### **Executive Coaching Program: Media Training**

This program aims at preparing individuals to represent their association and communicate externally in a representative manner and at enhancing participants' understanding on how the media works. It provides tips and tools for dealing with the media in an efficient way and it also includes a part on how to manage a communication crisis. The program also assists in anticipating issues or events that can impact the association's image; translating the information necessary to best-profile any given issue; developing the organization's position on an issue; preparing a persuasive and appropriate response.

The program is designed for corporate or association executives that have to deal with the media and would like to learn how to best-bring across their message in interviews.