



## Media Training - Learning from the Professionals

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**»Communicating and presenting around the world - after a media training course with DW-AKADEMIE you will impress with your presence.«**

## **Learning from the Professionals**

A professional approach to the media is essential for technical experts and managers. From interviews to presentations and lectures – if you represent a company or institution, you will often find yourself in the focus of public attention.

DW-AKADEMIE's media training courses help you to perfect your presentation style or prepare to deal with foreign business partners.

**Making a convincing public appearance**

**Communicating core messages**

**Interacting with journalists**



**»Analyze and perfect - after a media training course with DW-AKADEMIE your expertise will shine through.«**

## Packages

Our media training courses are aimed at technical experts and managers from the worlds of business, politics, and science and at employees of municipal institutions and representatives of tourist boards.

DW-AKADEMIE offers customized training courses, from classical media training to specialized courses, such as communicating in foreign cultures or in crisis situations.

**Classical Media Training**

**Communicating in Crisis**

**Intercultural Training**

**Culture-Specific Media Training**

**Journalism Training**



**»Confidence instead of stage fright – after a media training course with DW-AKADEMIE you will take public appearances in your stride.«**

## **Classical Media Training**

Interviews, statements, press conferences – these are high-pressure situations in which you must represent your company, institution or city.

For the inexperienced, moments like this can very be stressful – we can help you to prepare for them.

DW-AKADEMIE's classical media training courses will give you the confidence and poise for dealing with journalists or making public appearances.

**Taking control in an interview**

**Getting your message across**

**Speaking to the camera or microphone**

**Getting to the point**



**»If the worst comes to the worst - after a media training course with DW-AKADEMIE you will be equipped with tried and tested strategies for crisis situations.«**

## **Communicating in Crises**

Disasters, job cuts, mismanagement – companies and institutions can come in for public scrutiny and criticism almost overnight.

Crises exercise an almost “magnetic” attraction on the media and can often lead to a huge media scramble. At times like these, it is essential to act professionally and take the initiative instead of merely reacting to events.

During DW-AKADEMIE’s training course on communicating in crises you will think through the “worst case scenarios” before they happen. We will help you to develop concepts and strategies for avoiding irreparable damage to your company or institution’s image.

**Capitalizing on media attention in crisis situations**

**Fielding difficult or critical questions in interviews**

**Managing your time, energy and content in a media-savvy way**

**Learning from case studies from major companies**



**» Intercultural skills - after a media training course with DW-AKADEMIE you will be well prepared for professional encounters with other cultures.«**

## Intercultural Training

Professional success abroad depends on a number of factors. Intercultural skills are always decisive.

Experts estimate that half of all international negotiations collapse due to intercultural misunderstandings.

In DW-AKADEMIE's intercultural training course, a German coach with years of experience abroad and a journalist from the country in question will introduce you to its culture. This will give you the best possible preparation for your stay abroad or for your dealings with foreign business partners.

**Common negotiating styles and business practices in the foreign country**

**Avoiding misunderstandings during negotiations and contractual errors**

**The customs and conventions that make up “good manners”**



**»Culture-specific knowledge - after a media training course with DW-AKADEMIE you will be well versed in the cultural code of the media abroad.«**

## Culture-Specific Media Training

Different issues, different viewing and listening habits – sometimes foreign media follow different rules.

In order to exploit foreign media properly, avoid cultural pitfalls and do your product justice in a foreign culture, careful preparation is necessary.

In DW-AKADEMIE's culture-specific training courses, our internationally-experienced coaches will give you all the necessary background information.

**The differences between the media at home and abroad**

**Surviving on the foreign media market**

**Culture-specific considerations at press conferences**



**» Skills in three media – after a media training course with DW-AKADEMIE you will have all the necessary skills for day-to-day journalism.«**

## **Journalism Training**

Modern journalists must be able to think, conceive and produce for a range of different media. Whether it's news or features, opinion or interviews – the various forms of presentation for television, radio or Internet are diverse and the skills required manifold.

The technical demands on professional journalists are also constantly changing. We will bring you up to date on all the latest technological developments.

DW-AKADEMIE's journalism training courses will provide you with detailed knowledge of modern working methods and the skills you need to deliver your story in the right form for the right medium.

**Identifying the “peg” for a story**

**Deciding on the right format**

**Different media, different requirements**

**Getting research right**



**»Unique and international – a media training course with DW-AKADEMIE offers you the long-terms benefits of our coach's specialized expertise.«**

## **Prime Conditions**

DW-AKADEMIE's team works with you in small groups, or, if you wish, in individual sessions. This guarantees customized learning plans and analysis.

DW-AKADEMIE's training courses are unique. Our coaches are seasoned journalists and media professionals with intercultural backgrounds and years of international experience.

Their coaching methods include practical exercises, strategy tips, case studies, analyzing your personal strengths and weaknesses and customized briefings.

**Years of practice in journalism**

**World-wide experience**

**Intercultural tact**

**Comprehensive language skills**

**Excellent teaching skills**

**Years of diverse coaching experience**



## **»Satisfied, professional customers - these are the goals DW-AKADEMIE's training courses aim for.«**

### **Training Modules**

Do you prefer individual or group lessons? Would you like to prepare for public appearances in your own working environment or would you prefer to use DW-AKADEMIE's modern training center?

We will draw up a customized training concept for you, combining our various training modules to suit your individual needs and wishes.

**Preparing for public appearances**

**Insight into journalists' working methods**

**Working with cameras and microphones**

**Formulating statements precisely**

**The importance of body language**

**Interview training and interview rights**

**Press releases and press conferences**



## Contact

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## References



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## DW-AKADEMIE

DW-AKADEMIE is Deutsche Welle's international center for media capacity-building. It offers its partners and clients around the world a broad range of training and consulting services. Experienced coaches provide training and further education to media workers from developing and transition nations, train young journalists and conduct professional media training courses. More than 80 percent of all DW-AKADEMIE's training courses are held in developing countries. For courses in Germany, our centers in Bonn and Berlin offer state-of-the-art equipment and facilities.

**[www.dw-akademie.de](http://www.dw-akademie.de)**



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