



Media Training

Learning from the Professionals

Media Training

Representing a corporation or organization inevitably means stepping into the public spotlight. Whether you're giving a presentation, holding an event or giving an interview, the first impression is always key.

Addressing the media professionally and successfully is an essential skill. DW Akademie's media training and coaching prepare you for public appearances and enhance your intercultural skills. Our training sessions are designed for business executives and specialist personnel, political officials, scientists and academics, public administrators and journalists.





TRAINING MODULES

- Interviews and statements
- Public presentations
- Crisis communications
- Effective use of social media
- Intercultural skills
- Hosting and moderating events
- Press conferences and media releases
- Mobile reporting
- Video journalism (for journalists)
- Television hosting (for journalists)

Our Services

DW Akademie offers customized courses ranging from television interviewing techniques through to social media communications. Whether you opt for group training or one-on-one coaching, we can prepare you for professional, confident media appearances. Our training facilities provide an ideally suited, realistic environment. Practice at the microphone and on-camera takes place in fully equipped, state-of-the-art TV and radio studios.

We would be glad to adapt the courses to suit your individual needs. If you prefer to be trained at your own place of business, our trainers would be happy to come to you.

Our Trainers

Our coaches are seasoned journalists and media professionals with intercultural expertise and years of international experience. Their coaching methods include practical exercises, strategy tips, case studies, an analysis of your personal strengths and weaknesses, and customized briefings.



Contact Us



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DW Akademie

DW Akademie is Germany's leading institution for international media development. We work around the globe to facilitate the development of open and transparent media systems and to raise journalism quality and media competence. We provide our partners and clients with a wide range of training and consulting services. Please contact us for further details. We would be pleased to draw up a proposal tailored to your needs.

www.dw-akademie.de

REFERENCES

