

# MEDIA SKILLS ADVANCED (MSA)

Great for executives and others...who have to deal confidently with the media.



### Purpose:

This course is designed to give you an advanced understanding of how to convey your corporate message and values in all media. Advanced media interview skill techniques are taught, to enable you to joust with the best of them in the cut and thrust of a media onslaught. Discover how to appeal to journalists and fine tune your message to make it newsworthy, without losing the point or your credibility.

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### What you will learn:

- How to convey your corporate message confidently.
- How to sound convincing, authoritative and credible.
- How to project your values.
- How to match your tone with other people and masterfully lead them into listening to what you've got to say.
- Breathing techniques to help you keep cool when the pressure "hots up".
- How to "cut to the chase" and lead the interview.
- How to improve and fine tune your message.
- How to deliver a clear message and get the results you want.

Course	Code	Duration	Location	Cost	Type
Media Skills Advanced	MSA	2 x 2 hr sessions	Sydney	\$1100	Individual

Sydney	Melbourne	Brisbane	Canberra	Adelaide	Perth
Level 3, 66 Berry Street, North Sydney, NSW 2060	City Venue	City Venue	City Venue	City Venue	City Venue

Class Time:  
Classes are available weekdays between  
6.00am-6.00pm  
Workshops are from 9.00am-4.30pm

Questions?  
Email: [courses@thevoicebusiness.com.au](mailto:courses@thevoicebusiness.com.au) or  
Phone: 1300 922 122  
Website: [www.TheVoiceBusiness.com.au](http://www.TheVoiceBusiness.com.au)

Contact Head Office: The Voice Business,  
Level 3, 66 Berry St, North Sydney,  
NSW 2060, AU

CDs.Mp3 and Work notes included  
Post Course Evaluation

A Certificate of Completion will be awarded to  
each successful candidate.