



International Public Speaking and Media Training Cultural Issues and Differences



In our global economy, more and more executives are working internationally in multi-cultural environments and also through different media, including face-to-face meetings, addressing company and public meetings and making virtual presentations via teleconference and videoconference meetings. Many are also having to deal with international press or media.

This one day programme shows you how to improve your personal presentation skills and how to adapt those skills to working with mass media.

Each seminar uses copious international examples and case studies of success and failure to meet the needs of participants and is personalised to participants' requirements. An important part of the seminar is recording, playback and analysis of presentations and conferences.

Seminar Outline

Duration: 1 day

PART 1

The three core cultural categories- linear, multi-active and reactive

Listening habits and expectations of different audiences across cultures

How to prepare a presentation – the three S structure (Signposting, Signaling and Summarizing)

How to deal with interruptions and questions

PART 2

How to prepare a media interview – press or TV.

How to create the right impression – dress, body language, environment

How to act in a press conference

How to deal with difficult or aggressive questions

How to get and keep the interviewer on your side

How to follow up an interview

Further information or bookings

Finland

Daniel Andrews +358 (0) 40 504 6996 or daniel.andrews@rlcglobal.com

Bettina Sarosi +358 (0) 40 701 8993 or bettina.sarosi@rlcglobal.com

For rest of world

Caroline Lewis +44 (0)1962 771111 or caroline.lewis@rlcglobal.com

