

PUBLIC RELATIONS | COURSE BROCHURE

Media Training for Executives

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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https://smart-horizon.eu



Course content

Why attend

Executives represent their organisations in interviews, press conferences and public events. This course prepares leaders to communicate key messages confidently, handle difficult questions, perform in different media formats and avoid common pitfalls, with realistic recorded interview practice.

A poor interview can damage reputation within minutes. This course helps you communicate clearly and credibly under media pressure.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course is highly practical, with recorded mock interviews, playback and feedback, message development and scenario practice.

Course objectives

By the end of this course, participants will be able to:
• Understand how media work and what journalists need
• Develop clear key messages
• Handle difficult and hostile questions
• Perform in television, radio, print and online interviews
• Manage press conferences and statements
• Communicate effectively during crises

Target audience

This course is suitable for:
• Senior executives and spokespeople
• Communications and PR professionals
• Subject matter experts
• Public sector leaders
• Business owners



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Target competencies

Participants will develop competencies in:

- Message development
- Interview technique
- Bridging
- Body language
- Crisis interviews
- Media relations

Course outline

Day 1: Understanding the Media

09:00–09:54	How newsrooms work
09:54–10:48	What makes news
10:48–11:00	Journalist expectations
11:00–11:30	**Coffee break**
11:30–12:12	Journalist expectations (continued)
12:12–13:06	Interview types
13:06–14:00	Exercise: Media analysis

Day 2: Key Messages

09:00–09:54	Message development
09:54–10:48	Proof points
10:48–11:00	Soundbites
11:00–11:30	**Coffee break**
11:30–12:12	Soundbites (continued)
12:12–13:06	Audience focus
13:06–14:00	Workshop: Message house



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Day 3: Interview Technique

09:00–09:54	Bridging and blocking
09:54–10:48	Difficult questions
10:48–11:00	Body language and voice
11:00–11:30	**Coffee break**
11:30–12:12	Body language and voice (continued)
12:12–13:06	Avoiding pitfalls
13:06–14:00	Practice: Recorded interviews

Day 4: Formats

09:00–09:54	Television and radio
09:54–10:48	Print and online
10:48–11:00	Podcasts and video
11:00–11:30	**Coffee break**
11:30–12:12	Podcasts and video (continued)
12:12–13:06	Press conferences
13:06–14:00	Practice: Format-specific interviews

Day 5: Crisis Media

09:00–09:54	Crisis interview principles
09:54–10:48	Holding statements
10:48–11:00	Apologies
11:00–11:30	**Coffee break**
11:30–12:12	Apologies (continued)
12:12–13:06	Ongoing media management
13:06–14:00	Capstone: Crisis interview simulation

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,940.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,450.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Paris Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,860.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Istanbul Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Singapore Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,820.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Cape Town Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,890.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Frankfurt Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,650.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,450.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Paris Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,860.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Rome Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,650.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	3 May 2027	7 May 2027	**€2,540.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Singapore Confirmed dates	17 May 2027	21 May 2027	**€2,820.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,840.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Frankfurt Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Paris Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,860.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

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Istanbul Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,890.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,540.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Singapore Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,820.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,650.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
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Dates, venues and fees (continued)

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Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Istanbul Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online