Media Interview and Spokesperson Skills

Corporate Communications

Course Overview

Media Interview and Spokesperson Skills: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Media Interview and Spokesperson Skills
- Apply practical tools and techniques for Media Interview and Spokesperson Skills in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Media Interview and Spokesperson Skills in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Media Interview and Spokesperson Skills in today's organisation
2. Key concepts and the language of Media Interview and Spokesperson Skills
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Media Interview and Spokesperson Skills with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
14 to 18 Sep 2026	Online	**$800**
28 Sep to 2 Oct 2026	Johannesburg	**$1,395**
19 to 23 Oct 2026	Durban	**$1,550**
2 to 6 Nov 2026	Lagos	**$1,550**
16 to 20 Nov 2026	Pretoria	**$1,650**
30 Nov to 4 Dec 2026	Harare	**$1,550**

LTC Consultants
Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za
Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.