

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)
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

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.