MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

EXTERNAL COMMUNICATIONS & MEDIA INTERVIEWS

"Build Credibility and Confidence in Public Messaging and Media Engagement"

Schedule

Date	Venue	Fees
09 – 13 Feb 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In a digital-first and reputation-driven world, the ability to deliver clear, compelling, and credible messages to external audiences is a core leadership competency. Whether engaging with journalists, stakeholders, or the public, organizations must communicate with clarity, consistency, and confidence.

This comprehensive 5-day training course prepares professionals to master external communications strategy and develop the skills needed to handle media interviews, public statements, and crisis communications. Through simulations, on-camera exercises, and message development workshops, participants will leave with tools and confidence to represent their organizations effectively.

Objectives

By the end of this course, participants will be able to:

- Develop structured and persuasive messaging for external communication
- Deliver high-impact media interviews with confidence and control
- Understand the media landscape and journalist expectations
- Manage communication during crises and reputational risks
- Align external communications with organizational brand and strategy
- Use storytelling to humanize messages and drive public engagement

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Why Attend

Learn how to face the media with poise, clarity, and authority

- Understand how to craft key messages that resonate with diverse audiences
- Gain real-time experience through media interview simulations
- Prepare for high-stakes communication during emergencies or controversies
- Improve public perception and brand consistency through structured media engagement

Target Audience

This program is designed for:

- Corporate spokespersons and PR officers
- Executives and senior managers representing organizations in media
- Public affairs, communication, and branding professionals
- Crisis communication and reputation management teams
- Government and NGO representatives handling external messaging

Individual Benefits

Key competencies that will be developed include:

- Mastery of structured messaging and media preparation
- Confidence and clarity in verbal and non-verbal communication
- Understanding of journalistic practices and media formats
- Crisis communication readiness
- On-camera presence and storytelling skills

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger brand and reputation through consistent external messaging
- Better preparedness for media interviews and public appearances
- Reduced risk during crises through controlled, effective communication
- Increased public trust and stakeholder confidence
- Aligned communication across departments and leadership

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Frameworks for external communications, media relations, and crisis messaging
- Case Studies – Analysis of real-world media interviews and reputational management successes/failures
- Workshops – Message crafting, press release writing, and media response simulations
- Peer Exchange – Feedback and collaboration on interview techniques and delivery styles
- Tools – Templates for media statements, talking points, and communication protocols

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Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: The Foundations of External Communication

- Module 1: Principles of External Communication (07:30 – 09:30) • Objectives and scope of external communication • Understanding public, media, and stakeholder expectations
- Module 2: Building Credible Messaging (09:45 – 11:15) • Key message development framework (CLEAR model) • Balancing facts, emotion, and tone
- Module 3: Communication Channels and Tools (11:30 – 01:00) • Press releases, social media, interviews, and public forums
- Module 4: Brand Alignment and Consistency (02:00 – 03:30) • Ensuring messages reinforce corporate identity and values

Day 2: Media Engagement and Public Interaction

- Module 1: Understanding the Media Landscape (07:30 – 09:30) • Types of media: print, broadcast, digital • What journalists need and expect
- Module 2: Preparing for Interviews (09:45 – 11:15) • Briefing documents, Q&A lists, and pre-interview research
- Module 3: Handling Different Interview Formats (11:30 – 01:00) • Live TV, radio, podcasts, press conferences
- Module 4: First On-Camera Simulation (02:00 – 03:30) • Practice session with individual feedback

Day 3: On-Camera Presence and Messaging Control

- Module 1: Verbal and Non-verbal Communication (07:30 – 09:30) • Voice control, body language, facial expressions
- Module 2: Bridging and Redirecting Techniques (09:45 – 11:15) • Staying on message under pressure
- Module 3: Managing Difficult Questions (11:30 – 01:00) • Strategies for deflection, clarification, and control
- Module 4: Media Simulation Round 2 (02:00 – 03:30) • Interview scenarios with group critique

Day 4: Crisis Communication and Reputational Risk

- Module 1: Crisis Messaging Frameworks (07:30 – 09:30) • The 3Rs: Regret, Responsibility, Remedy
- Module 2: Timing and Transparency in a Crisis (09:45 – 11:15) • When and how to communicate during critical incidents
- Module 3: Case Study Analysis (11:30 – 01:00) • Lessons from high-profile PR disasters
- Module 4: Simulation – Crisis Press Conference (02:00 – 03:30) • Role-play: spokesperson during a breaking incident

Day 5: Integrated Strategy and Final Presentation

- Module 1: Aligning Internal and External Messaging (07:30 – 09:30) • Communicating with staff, customers, and the public in sync
- Module 2: Final Interview Simulation (09:45 – 11:15) • Participants deliver a full media statement and interview
- Module 3: Communication Planning Tools (11:30 – 01:00) • Templates for messaging, approvals, and spokesperson rotation
- Module 4: Wrap-up & Q/A (02:00 – 03:30) • Feedback, key takeaways, and personal action planning

Certification

Participants will receive a Certificate of Completion in External Communications & Media Interview Skills, certifying their ability to represent their organization in media settings, manage high-stakes communication, and deliver compelling public messaging with confidence and professionalism.

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Why Choose MAWA Events

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