XCELERATE TRAINING INSTITUTE
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PUBLIC RELATIONS

Media Relations and Spokesperson Training Course

Handling Interviews, Press Conferences and Media Questions with Confidence

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	PRT-101

Upcoming dates

Dates	Venue	Format	Fee
15 – 17 Feb 2027	Istanbul	Classroom	€2,600
12 – 14 Apr 2027	Live online	Online (live)	€900
24 – 26 May 2027	Kuala Lumpur	Classroom	€3,900
2 – 4 Aug 2027	London	Classroom	€3,200
18 – 20 Oct 2027	Live online	Online (live)	€900
8 – 10 Nov 2027	Manama	Classroom	€2,600

Register or ask a question

Online: x8ti.com/course/media-relations-and-spokesperson-training-course/
+491631686678 · info@x8ti.com

Media Relations and Spokesperson Training Course

Introduction

How an organisation speaks to the media can shape its reputation in minutes. Spokespeople need to deliver clear key messages, handle difficult questions and stay composed on camera, on radio and in front of journalists.

This highly practical course prepares participants to manage media relations and to act as effective spokespeople, with recorded interview practice and feedback.

Learning Objectives

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

- Understand how journalists and newsrooms work
- Develop clear key messages
- Prepare for interviews and press conferences
- Handle difficult and hostile questions
- Perform confidently on camera and radio
- Build long-term relationships with the media

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants complete recorded mock interviews and press conferences with individual feedback.

Benefits for Your Organisation

- Confident, consistent spokespeople
- Better media coverage
- Reduced reputational risk
- Stronger media relationships

Benefits for You

- Interview and presentation confidence
- Message development skills
- Techniques for difficult questions
- Personal feedback on media performance

Who Should Attend

This course is designed for:

- Spokespeople and senior executives

- PR and communication managers
- Government communication officers
- Media relations staff
- Leaders who may face the media

Course Outline

Day 1: Understanding the Media

- How news is made
- Traditional, digital and social media in the Gulf
- What journalists need
- Building media relationships
- Developing key messages

Day 2: Interview Skills

- Preparing for interviews
- Bridging and staying on message
- Body language and voice
- TV, radio and print interviews
- Recorded practice

Day 3: Press Conferences and Pressure

- Planning press conferences
- Handling hostile questions
- Speaking in a crisis
- Online and video interviews
- Final recorded interview

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Registration Form

Media Relations and Spokesperson Training Course

Preferred dates: ..... Venue or online: .....

Duration: 3 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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info@x8ti.com

Register online
Open the course page