

MEDIA AND PRESENTATION SKILLS FOR SK PRES 2016

Date:	5. - 6. 4. 2016 (2 days)
Intensity:	12 x 60 minutes
Time:	9.00 - 12.00 and 13.00 - 16.00 (12.00 - 13.00 lunch break)
Place:	Institute of Banking Education of the National Bank of Slovakia, Tomášikova 28a, 821 01 Bratislava
Price:	€ 494,65 including VAT (also includes refreshment and lunch)
Max. number of participants:	10
Deadline for registration:	28. 3. 2016

TRAINERS



DAVID FROHRIEP

- Global Corporate Communications/ Media Relations/ International Training Professional with 17 years international experience in private sector and government institutions;
- 5 years Diplomatic Expertise with German Government, Lobbying with EU/UN institutions
- Media and Public Speaking trainer across Europe (EIB, EC, Nestlé etc.)
- Authored and Implemented Global Communications Plan & Internal Communications Audit;
- CEO and Senior Management Coaching with EMEA Media; speech writing/position papers
- In-Depth Expertise of European Business Media & Institutional Investors

ANDREA ZAHUMENSKA

- Experienced Teacher of English, Teacher Trainer since 2012 (the Bridge)
Specialization: Business English, Training Presentation Skills, Preparing for job, English courses for HR professionals
- References: Tatra banka a.s., Recruitment Agency Globium s.r.o., HP, Millenium spol.s.r.o., Profesia spol.s.r.o.
- Speaker at the ELT conference Eltforum.sk



PROGRAMME

■ DAVID FROHRIEP

- Media Engagement and Reputation Management (How the Media can support your EU presidency efforts; Added value of sustainable media relationships)
- The Power of Non-Verbal Communications and Message Impact
- Understanding the expectations of the media
- The type of media and how you should engage
- How to structure your message to remain in control (Developing key messages and proof points; Repeating key messages to stay in control; Turning controversial questions into neutral/positive statements; Adapting your messages in a stress/crisis scenario)
- The Art of Storytelling to pass on a message to last (Tools & Techniques; Case studies; Incorporating stories into the interview)

■ ANDREA ZAHUMENSKA

- What makes the presentation great
- Rules of presenting
- Dealing with the stress successfully
- The body language (voice, gestures, use of the space and eye contact)
- The structure of presentation
- The organization of slides in the presentation
- The presentation vocabulary
- The filming of presentation and feedback