

media skills training

join.the.dots



Overcome the fear of dealing with journalists, being interviewed on television or sitting in a studio with lots of lights and cameras.

.....
We'll teach you to
.....

stop ☆ breathe ☆ think

and become a better all around
communicator

As you experience our Media Skills Training session we'll not only provide you with a solid grounding and inside track on the media and how to deal with them, you'll also gain invaluable insight from our 40 plus years of dealing with media across the globe. We'll show you how to take charge of an interview and deliver a clearer and more concise message and, above all, give the media what they need, a news angle worth covering.

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key take-outs from the media skills training include:

- ★ Tricks on overcoming the fear
- ★ How to love the microphone and camera
- ★ How to stay on message
- ★ How to get the best out of your body language
- ★ Understanding the media's agenda
- ★ Keeping your own agenda top of mind and staying on track
- ★ And of course, an increased level of confidence that you can do it!

we'll also share our gem for the near-perfect interview - the Preparation Triangle

Duration: 4 hours

Number of attendees: groups of 2 to a maximum of 5

if you'd like to feel greater confidence, drop the fear and rock those interviews, contact us



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www.jtd.com

we look forward to helping you be the best communicator you can be.

about the trainers

Both trainers have extensive experience in the field of communications spanning public relations, marketing, radio programming and social media. They both worked with Ericsson on their sub-Saharan Africa PR for 8 years and their brand building for Acer took them from zero to the number 2 brand in SA, among many other client successes.

Both trainers are on the speaker circuit and contribute to relevant conversations on radio and tv.



ingrid lotze

Ingrid is one of only 130 Accredited Public Relations practitioners in South Africa. She is The President Elect of PRISA, a PRISM Chief judge and a Loeries judge, certified facilitator, trainer, scuba instructor, EFR Instructor, eMarketing enthusiast and conference speaker. She is well versed in most types of communication, including the art of lip reading.



gavin moffat

Gavin is fondly referred to as a pot-hole spotter with his direct and thought provoking questioning, but he titles himself as director of common sense. Gavin is a PADI Open Water Scuba Instructor, a lapsed microlight pilot, trimix technical diver, Emergency First Response Instructor and a FutureWorld Guru and appreciates awesomeness at every opportunity.

We've trained people from companies like Persetel, PQ Africa (now Business Connexion), CellSys, Fujitsu Siemens, Tarsus Technology Group, Ericsson sub-Saharan Africa, Ask Afrika, JunkMail, HP, Sun Microsystems, MB Technologies, Mziiki, Systemsfusion, Acer, Logitech, AL Indigo, Spycatcher, Ingram Micro, Storgate, KWW, FNB, Liberty, Unilever, ABSA Capital, Anglo American, British American Tobacco, BP, Dube Transport Corporation, Cartrack, Imperial, JSE, Main Street Bank (Nigeria), Shanduka Black Umbrella, StanLib, Standard Chartered, Wesbank and Momentum.

*Glenn Fullerton, past CEO of
MB Technologies*

“ As an executive director of the MB Technologies Group I worked closely with Gavin and Ingrid at both a holding company and subsidiary level. I found that their honest, insightful and creative flair allowed us to professionally manage our interactions with the media at all levels and during varying market conditions.

Their media skills training and presentation skills course gave me insights into dealing with the media and more than adequately equipped me in confidently addressing the media and answering their questions. Their combined wisdom and insights allowed me to successfully navigate challenging territories whilst adequately and honestly informing the media and gaining the media's trust. I would have no hesitation in recommending them. ”

*Claire Alexander, Oracle
Corporate Communications
Manager, South Africa*

“ As the regional marketing manager for Sun Microsystems sub-Saharan Africa at the time, I engaged Gavin and Ingrid to run media spokesperson training for my management team. The objective was to provide skills to prepare for media engagements and allow the team to create successful and positive interactions through interviews or other direct media engagements.

The join.the.dots team are well versed in the area of media liaison and communications, and together with their own experience and professional business services, provided practical, hands-on training for our team. Although training a small group, their individual attention and guidance to each participant ensured that each person felt confident and well equipped for media and general public speaking engagements thereafter. ”