

<b>Seminar title</b>	SEMINAR FOR MEDIA RELATIONS OFFICERS
<b>Date</b>	27-29 November, 2017
<b>Duration</b>	24 academic hours
<b>Venue</b>	Academy of Public Administration under the President of the Republic of Kazakhstan
<b>Participants</b>	Media relations officers of central and local government agencies
<b>Training forms and methods</b>	Lectures, practical sessions in interactive format

**Purpose:**

- to develop spokesmen competencies.

**Objectives:**

- to introduce with the media relations techniques and building effective PR relations;
- to discuss real examples of press-releases, interviews;
- to define the best media relations techniques for government agencies positive image creation.

**BRIEF OUTLINE OF THE SEMINAR**

Understanding media. How media works. Organization functioning and its expectations. How to guarantee successful interview with media through its understanding. Preparation for the interview and the real interview.

Think like a Reporter/Editor. Deal with the facts. Developing skills in getting Free Publicity. Understanding target audience. Learn how the media will relate to your press release and use it. Separate real company news from promotional fluff.

Published press-releases. Gaining experience in interesting press-releases preparation. An art that can be mastered through coaching, guidance, trainings.

Advanced media interview handling. Handling media questions in general. Handling tricky questions. Handling the hostile media representative. Handling off-the-cuff responses.