



PROBLEM

ORGANISATIONS ARE STRUGGLING TO GAIN DESIRABLE EXPOSURE IN A FAST-PACED DIGITAL-DRIVEN MEDIA LANDSCAPE

- Journalists are under more pressure than ever to produce high quantities of media-rich content.
- Audiences are calling for more authentic and transparent public figures.
- Organisations need to be well prepared to act on media opportunities and react to unexpected issues.

SOLUTION

A MODERN, TAILORED APPROACH TO MEDIA TRAINING

- Daymark Amplify focuses on enhancing the strengths of the individual and equipping them with the skills to positively and proactively engage the media while managing the message no matter what the circumstance or medium.
- Executive and marketing teams are given insights into their relevant media landscape and what it takes to be seen and heard in a saturated market.
- Participants are taken through realistic and tailored interview scenarios across multiple mediums by a former journalist and media spokesperson.

RESULTS

YOUR CONFIDENCE WILL GROW AS A PUBLIC SPEAKER AND AS A BRAND

- You will have the tools to answer any question and manage the message in an interview situation regardless of the medium.
- Individual speaking styles and personality will be identified and developed to promote authenticity and ease in speaking in public.
- Teams will understand the planning and processes required to gain positive media exposure, prepare for media engagement and manage crises.
- Training materials will be provided to aid ongoing development.