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United Nations Institute for Training and Research

Unitar Online Catalogue

Effective Media Interactions

Type:	Workshop
Location:	Geneva, Switzerland
Date:	8 Sep 2014 to 9 Sep 2014
Duration:	2 Days
Programme Area:	Peace Security and Diplomacy, , Multilateral Diplomacy
Website:	http://www.unitar.org/cdt
Price:	\$1,000.00
Event Focal Point Email:	diplomacy@unitar.org
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BACKGROUND

Working in an international environment often requires frequent interaction with journalists demanding quick and 'easy' answers to controversial or technical topics. This training workshop is designed to increase each participant's awareness of how to best represent their government or organisation when dealing with local or international media outlets.

LEARNING OBJECTIVES

By the end of the workshop, participants will be able to:

- Describe what journalists are looking for and how to manage the media;
- Prepare for and deliver more effective interviews;
- Deal with different types of journalists and be prepared for unexpected questions;
- Use acquired tools to interact more confidently with the media

CONTENT AND STRUCTURE

The first part of this training focuses on messaging – how to get your message across. It will introduce the participants to techniques and tips on how to effectively communicate a message to a media audience. The training will furthermore focus on handling the various types of media participants may encounter in their daily work. The aim is to allow each participant to find his or her own ‘comfort zone’ when dealing with the media, encouraging a projection of personality and communication skills in a natural and confident manner.

METHODOLOGY

The workshop is designed to be interactive and participatory, including various pedagogical tools to enable the participants to function effectively and efficiently when dealing with the media. In addition to the briefings and presentations provided by the trainer, small group coaching sessions will give participants the opportunity to learn and test their skills through practical exercises simulating real-life situations participants might encounter in their work.

The course will be built on four pedagogical pillars: concept learning (lectures and presentations), role-playing (group exercises), experience sharing (roundtable discussions) and exposure to real world problems and policy choices delegates are confronted with.

TARGETED AUDIENCE

This course is open to members of Permanent Missions and delegates of Ministries of Foreign Affairs and other government officials, representatives of international, intergovernmental, and non-governmental organizations. Senior managers from the private sector are equally invited to benefit from this unique course.

In order to ensure the success of this interactive workshop, the group size is limited to 10 participants.

ADDITIONAL INFORMATION

The workshop will take place on Monday 8 and Tuesday 9 September 2014, from 09:00 to 12:30 and from 13:30 to 17:00 at the International Environment House 1 (IEH 1), Chemin des Anémones 11-13, 1219 Châtelaine, Geneva.

The workshop will be conducted in English. Participants will be provided with a set of background material at the beginning of the event. Certificates will be awarded to participants who have successfully followed the workshop in its entirety.

UNITAR is delighted to announce that a limited number of fellowships are available. Please select this link for more information: www.unitar.org/cdt-fellowships

For information on how to apply, please follow this link:

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