

COURSE OVERVIEW SS0957-3D
Media Handling

Course Title
 Media Handling

Course Date/Venue
 Session 1: July 19-21, 2026/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE
 Session 2: November 15-17, 2026/Sur Meeting Room, Royal Tulip Muscat, Muscat, Oman



Course Reference
 SS0273-3D



Course Duration/Credits
 Three days/1.8 CEUs/18 PDHs

Course Description



70% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.

In today's 24/7 news cycle and digital media environment, organizations must communicate clearly, confidently and strategically to protect reputation, build trust, manage crises and strengthen stakeholder relationships.



This intensive course provides participants with practical skills and techniques for managing media interactions, handling interviews, delivering key messages, responding to challenging questions, managing crisis communications and engaging effectively across traditional and digital media platforms. Participants will learn how to become confident and credible spokespersons while safeguarding organizational reputation and interests.



Further, the course will also discuss the types of media and their audiences including the role of media in organizational reputation; the principles of effective media handling and become an effective spokesperson; the message development, media preparation, media ethics and professional conduct; and the media interviews and television and broadcast interview techniques.

During this interactive course, participants will learn the radio, podcast and telephone interviews; managing difficult and challenging questions; the press conferences and media briefings and writing for media and public communication; the crisis communication and media response as well as reputation management and media risk; the social media and digital media engagement, strategic media planning and stakeholder communication; and the advanced media handling scenarios and sustainable media relations program.

Course Objectives/Outcomes & Benefits for the Participants

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain a comprehensive knowledge on media handling
- Identify the types of media and their audiences including the role of media in organizational reputation
- Discuss the principles of effective media handling and become an effective spokesperson
- Carryout message development, media preparation, media ethics and professional conduct
- Prepare for media interviews and apply television and broadcast interview techniques
- Employ radio, podcast and telephone interviews and manage difficult and challenging questions
- Perform press conferences and media briefings and writing for media and public communication
- Apply crisis communication and media response as well as reputation management and media risk
- Carryout social media and digital media engagement, strategic media planning and stakeholder communication
- Illustrate advanced media handling scenarios and build a sustainable media relations program

Exclusive Smart Training Kit - H-STK®



*Participants of this course will receive the exclusive “Howard Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend


This course provides an overview of all significant aspects and considerations of media handling for executives, spokespersons, public relations professionals, government officials, corporate communicators and organizational leaders.

Course Certificate(s)


Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Haward’s certificates are accredited by the following international accreditation organizations: -

- 

British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward’s certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.
- 

The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology’s courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **1.8 CEUs** (Continuing Education Units) or **18 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant’s involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant’s CEU and PDH Transcript of Records upon request.

Course Fee

US\$ 3,750 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Mr. Jerome Topley, PgDip (on going), BSc, is a **Senior Management Consultant** with over **30 years** of extensive experience. His expertise lies extensively in the areas of **Leadership Skills, Communication & Interpersonal Skills, Performance & Creativity Skills, Listening Skills, Negotiation Skills, Persuasion & Assertiveness Skills, Time & Stress Management, Influencing Techniques, Conflict Management, Business Writing Skills, Writing Business Correspondence & Document Control, Writing Memos & Business Letters,**

Business & Technical Report Writing, Communication Skills, Business Communication Etiquette, Interpersonal Skills, Presentation Skills, Organizational & Leadership Skills, Coaching & Mentoring, Self & Personal Development, Creative Problem Solving, Performance Management, Conflict Management, Talent Management, Risk Management, Resource Management, Emotional Intelligence, Customer Service, Persuasion Techniques, Supervisory Skills, Public Relations & Corporate Communication, Strategic Planning & Creative Thinking, Human Resource Management and Performance Assessment & Appraisal. Further, he is also well-versed in **Broadcasting, News & Sport Reporting, Presentation Skills, Communication Skills, Problem Solving & Decision Making, Pharmaceutical Environment, Ophthalmology, Surgical Instruments & Endocrinology, Agricultural Productivity, Plants Farming, Cultivation & Harvesting and Agricultural Mechanics.**

During Mr. Topley's career life, he had occupied several significant positions and dedication as the **Executive Director, Chief of Staff, General Manager, Producer/Presenter, Public Broadcaster Talk Show Host, Stand-in Presenter, Radio Presenter, News Reader, Medical Technician and Detailing Medical Representative** in **Ophthalmology, Surgical Instrument and Endocrinology** from various companies and institution such as Wyeth, Topley Consulting, SABC Afrikaans Radio, Ministry of Agriculture, Agri Mega Group and Western Cape Education Department.

Mr. Topley has a **Bachelor** degree with Honours in **Business Management**, a **National Diploma** in **Education** and currently enrolled in **Post-Graduate Diploma** in **Business Management**. Further, he is a **Certified Instructor/Trainer**, a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**, a **Qualified Medical Technician** in **Chemical Pathology**, a **Registered Medical Technology Student** and holds a **Professional Development Certificate** in **Outcomes-Based Assessment Techniques**. He has further delivered innumerable trainings, courses, workshops and seminars globally.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

30% Lectures

70% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons

Learning Design & Customization

This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	<i>Registration & Coffee</i>
0800 – 0815	<i>Welcome & Introduction</i>
0815 – 0830	PRE-TEST
0830 – 0930	<i>Understanding the Media Landscape</i> <i>Evolution of Traditional and Digital Media • Types of Media and Their Audiences • How Journalists Gather and Report News • Current Trends in Media and Public Communication</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>The Role of Media in Organizational Reputation</i> <i>Media Influence on Public Perception • Building and Protecting Organizational Reputation • Stakeholder Expectations and Media Coverage • Media as a Strategic Communication Channel</i>
1030 – 1130	<i>Principles of Effective Media Handling</i> <i>Media Relations Best Practices • Understanding Media Objectives and Deadlines • Developing Professional Relationships with Journalists • Managing Media Expectations</i>
1130 – 1215	<i>Becoming an Effective Spokesperson</i> <i>Roles and Responsibilities of a Spokesperson • Personal Credibility and Professional Presence • Communicating with Confidence and Authority • Common Spokesperson Mistakes and How to Avoid Them</i>
1215 – 1230	<i>Break</i>
1230 – 1300	<i>Message Development & Media Preparation</i> <i>Identifying Key Messages • Structuring Clear and Concise Statements • Tailoring Messages to Different Audiences • Preparing Supporting Facts and Evidence</i>



1300 – 1345	Media Ethics & Professional Conduct <i>Transparency and Accuracy in Communication • Ethical Responsibilities in Media Engagement • Confidentiality and Sensitive Information Management • Building Trust Through Responsible Communication</i>
1345 – 1420	Workshops <i>Media Landscape Analysis Exercise • Key Message Development Workshop • Spokesperson Self-Assessment • Media Relations Strategy Exercise</i>
1420 – 1430	Recap <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>
1430	<i>Lunch & End of Day One</i>

Day 2

0730 – 0830	Preparing for Media Interviews <i>Researching the Media Outlet and Interviewer • Anticipating Questions and Challenges • Developing Interview Briefing Notes • Managing Interview Objectives</i>
0830 – 0930	Television & Broadcast Interview Techniques <i>On-Camera Presentation Skills • Body Language and Non-Verbal Communication • Managing Live Interviews • Delivering Effective Sound Bites</i>
0930 – 0945	<i>Break</i>
0945 – 1100	Radio, Podcast & Telephone Interviews <i>Voice Control and Vocal Confidence • Communicating Without Visual Aids • Handling Remote Interviews Effectively • Maintaining Audience Engagement</i>
1100 – 1130	Managing Difficult & Challenging Questions <i>Bridging Techniques and Message Control • Responding to Hostile Questions • Handling Speculative and Sensitive Topics • Staying Composed Under Pressure</i>
1130 - 1215	Press Conferences & Media Briefings <i>Planning and Organizing Media Events • Delivering Opening Statements • Managing Questions from Multiple Journalists • Post-Briefing Follow-Up Activities</i>
1215 – 1230	<i>Break</i>
1230 – 1330	Writing for Media & Public Communication <i>Press Release Development • Media Statements and Holding Statements • Executive Talking Points • Media Communication Templates</i>
1330 – 1420	Workshops <i>Television Interview Simulation • Radio and Podcast Interview Practice • Difficult Question Handling Role-Play • Press Conference Simulation</i>
1420 – 1430	Recap <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>
1430	<i>Lunch & End of Day Two</i>

Day 3

0730 – 0830	Crisis Communication & Media Response <i>Principles of Crisis Communication • Developing Crisis Communication Plans • Initial Media Response Strategies • Maintaining Credibility During Crises</i>
0830 – 0930	Reputation Management & Media Risk <i>Identifying Reputational Risks • Managing Negative Media Coverage • Correcting Misinformation and Rumors • Long-Term Reputation Recovery Strategies</i>
0930 – 0945	Break
0945 – 1100	Social Media & Digital Media Engagement <i>Social Media as a Communication Channel • Managing Online Conversations • Responding to Viral Content and Public Criticism • Digital Reputation Monitoring</i>
1100 – 1130	Strategic Media Planning & Stakeholder Communication <i>Developing Media Engagement Strategies • Aligning Media Activities with Organizational Objectives • Stakeholder Mapping and Communication Planning • Measuring Communication Effectiveness</i>
1130	Advanced Media Handling Scenarios <i>High-Profile Media Engagements • Sensitive Organizational Announcements • Regulatory and Public Interest Issues • Cross-Cultural and International Media Considerations</i>
1215 – 1230	Break
1230 – 1300	Building a Sustainable Media Relations Program <i>Media Relationship Management • Establishing Communication Protocols • Monitoring Media Coverage and Analytics • Continuous Improvement of Media Practices</i>
1300 – 1345	Workshops <i>Crisis Communication Scenario Exercise • Social Media Response Simulation • Reputation Management Case Study • Comprehensive Media Handling Assessment</i>
1345– 1400	Course Conclusion <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course</i>
1400 – 1415	POST-TEST
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

Learning Outcomes

By the end of this course, participants will be able to:

- Understand how the media operates and influences public perception.
- Build and maintain effective relationships with journalists and media organizations
- Develop clear, consistent and impactful key messages
- Prepare for and conduct successful media interviews across multiple platforms
- Manage difficult questions and challenging media situations professionally
- Plan and deliver effective press conferences and media briefings

- Communicate confidently during crises and protect organizational reputation
- Utilize social media and digital channels effectively for public communication
- Develop strategic media engagement and reputation management plans
- Serve as confident, credible and effective spokespersons for their organizations

Practical Sessions

70% of this highly-interactive course is practical sessions. Theory learnt (30%) will be applied using various role-plays, case studies and practical sessions.



Course Coordinator

Mari Nakintu, Tel: +971 2 30 91 714, Email: mari1@haward.org