

PUBLIC RELATIONS | COURSE BROCHURE

Spokesperson and Media Interview Training

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

A spokesperson's performance in an interview can strengthen or damage an organisation's reputation in minutes. This course prepares spokespeople for print, radio, TV and online interviews: key messages, bridging techniques, handling difficult questions, body language, live and recorded formats and post-interview review.

Unprepared spokespeople give away headlines they never intended. You will learn to stay on message under pressure.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

On-camera mock interviews, playback and feedback, message development and hostile interview practice.

Course objectives

By the end of this course, participants will be able to:
• Prepare key messages and proof points
• Understand different interview formats
• Use bridging and blocking techniques
• Handle hostile and tricky questions
• Manage voice and body language on camera
• Review interviews and improve

Target audience

This course is suitable for:
• Executives and senior managers
• Official spokespeople
• PR and communication managers
• Subject matter experts
• Government officials



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Target competencies

Participants will develop competencies in:

- Message discipline
- Bridging
- Composure
- On-camera presence
- Interview preparation

Course outline

Day 1: The Interview Landscape

09:00–10:08	Journalist objectives
10:08–11:00	Formats
11:00–11:30	**Coffee break**
11:30–11:45	Formats (continued)
11:45–12:53	Risks
12:53–14:00	Exercise

Day 2: Messages

09:00–10:08	Key messages
10:08–11:00	Proof points
11:00–11:30	**Coffee break**
11:30–11:45	Proof points (continued)
11:45–12:53	Sound bites
12:53–14:00	Workshop

Day 3: Techniques

09:00–10:08	Bridging
10:08–11:00	Flagging
11:00–11:30	**Coffee break**



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11:30–11:45	Flagging (continued)
11:45–12:53	Staying on message
12:53–14:00	Mock interview

Day 4: Difficult Interviews

09:00–10:08	Hostile questions
10:08–11:00	Crisis interviews
11:00–11:30	**Coffee break**
11:30–11:45	Crisis interviews (continued)
11:45–12:53	Live TV
12:53–14:00	Recorded practice

Day 5: Presence and Review

09:00–10:08	Body language
10:08–11:00	Voice
11:00–11:30	**Coffee break**
11:30–11:45	Voice (continued)
11:45–12:53	Feedback review
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	23 Nov 2026	27 Nov 2026	**£3,150.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Rome Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
Cape Town Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,890.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Rome Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,450.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
Amsterdam Confirmed dates	15 Mar 2027	19 Mar 2027	**£2,540.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,840.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Rome Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.–**
Cape Town Confirmed dates	17 May 2027	21 May 2027	**£1,890.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Paris Confirmed dates	31 May 2027	4 Jun 2027	**£2,860.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.–**
Barcelona Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,840.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**£2,650.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Dubai Confirmed dates	2 Aug 2027	6 Aug 2027	**£3,150.–**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.–**
Vienna Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,940.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,250.-**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**£3,150.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
London Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Cape Town Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,890.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,250.-**
Vienna Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,940.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online