COURSE OVERVIEW SS0957-3D
Media Handling

Course Title
Media Handling



Course Date/Venue
November 15-17, 2026/TBA Meeting Room, Royal Tulip Muscat, Muscat, Oman

1.8 CEUs (18 PDHs) AWARD

Course Reference
SS0957-3D

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, role-plays and/or gamification.

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 "Haward 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. Mike Taylor, PhD (on-going), MScLI, MBA, MBL, PgDip, BSc, is a **Senior Management Consultant** with over **30 years** of extensive experience in the areas of **Media Handling**, **Media** Ethics & Professional Conduct, Strategic **Media Planning** & Stakeholder Communication, Effective **Communication** Skills, Advanced Presentation & **Communication Skills**, Business **Communication** Etiquette, Effective Presentation & **Communication**, **Communication** & Influencing, **Contract** Management, Leadership in **Contract Execution**, **Contract & Risk** Management, **Contractor Performance** Assessments, **Contract** Management Procedure, **Contract Management & Tendering**, **Stakeholder & Supplier** Evaluation, **Leadership** & **Change** Management, **Business** & **Technical Report Writing** Skills, **Advanced Writing** Techniques **Negotiation** Skills, **Coaching** Skills, **Coaching Plan**, **Mentoring Techniques**, **Effective Quality Management System** (**QMS**), **QMS Framework**, **Quality Assurance Standards**, **QA Audit Process & Techniques**, **Office Administration**, **Office Management**, **Invoice Management**, **Administration Process**, **Administration Work Procedures**, **Facilitation & Leadership** Skills, **Coaching**, **Human Resource** Development, **Psychometric** Testing, **Career Development** & Competence, **Succession Planning**, **Self-Development & Empowerment**, **Personal Learning Needs Identification**, Critical Success Factors (**CSFs**), Key Performance Indicators (**KPIs**), Productivity **Creativity & Thinking** Modes, **Human Resource Scorecard** Management, **Career Laddering**, **Fast-Track Career Progression** Application, **Knowledge** Management, **Customer** Management, **Leadership** Skills, **Presentation** Skills, **Emotional Intelligence**, **Performance** Management, **Quality** Management, **Commercial Strategy**, **Project** Management, **Risk** Management, **Leadership & Business** Management, **Human Resource** Management, **Planning**, **Budgeting & Cost Control**, **Business Development**, Innovation, Sales Strategy and Knowledge & **Intangible Asset Assessment** Design. Further, he is also well versed in **Organization Management & Business Consulting**, **Data Collection & Information Gathering**, **Value & Supply Chain** Management, **Intellectual Property & Innovation** Assessments, **Logistics & Supply Chain** Management, **Budgeting & Cost Control** and **Marketing** Management. Mr. Taylor was **Appointed** as an **Executive/Management Development Facilitator** wherein he was responsible for the development of Executives & Senior Managers specializing in innovation, knowledge management and commercial negotiation as well as authored, implemented and executed a global 21st century facilitation and leadership methodology.

During his career life, Mr. Taylor has gained his practical and field experience through his various significant positions and dedication as the **Multinational/Corporate Senior Management Consultant**, **Business Consultant/Facilitator**, **Business Consultant/Coach**, **Client Director**, **International Sales & Business Development Manager**, **Administration Manager**, **Regional Sales Manager**, **Contracts Manager**, **National Key Accounts Manager**, **Quality Manager**, **Commercial Sales & Marketing Consultant**, **Communication Specialist**, **Sales & Marketing Representative**, **Key Note Speaker** and **Instructor/Trainer** for various international companies such as the Highland Group, Business Development & B2B Consulting, Knowledge-Solution Leadership & Innovation Consulting, DI Management Solutions (BPO), RMG/Contact Media & Communications, Paul Dinsdale Properties (PDP), Giant Leap Architects, Wise Capital Investments (HOD), Evolution® Advertising, Collaborative Xchange, Leatt Corporation, Dentsply SA, Binzagr Company, Lilly Direct/Lennon Generics and Bausch & Lomb.

Mr. Taylor has **Master's** degree in **Leadership & Innovation**, **Business Administration** and **Business Leadership** as well as a **Bachelor's** degree in **Physical Education** and pursuing **PhD** in **Global Governance & Energy Policy**. Further, he is a **Certified Instructor/Trainer**, **Certified Internal Verifier/Trainer/Assessor** by the **Institute of Leadership & Management** (**ILM**) and a member of Incremental Advantage, Da Vinci Institute, Black Management Forum, Institute of Directors (IOD), World Future Society (WFS), Social Science Research Network, University of Kwazulu Natal (Alumnus), Anthropology & Archaeology Research Network and National Research Foundation (NRF). He has further delivered numerous trainings, courses, workshops, seminars and conferences globally.

Accommodation

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

Training Methodology

Our courses employ an interactive, learner-centred methodology that integrates theoretical knowledge with practical application. The training is delivered through a suitable combination of some or all of the following methods, selected according to the course content and learning objectives:

- Instructor-led presentations and facilitated discussions
- Practical workshops and participant presentations
- Hands-on exercises and real-world case studies
- Equipment demonstrations and technical drawings
- Hardware- and software-based simulations
- Gamification & Role Play in soft-skills courses only
- Virtual Reality (VR) and Augmented Reality (AR)
- Instructional videos and other relevant training resources

This blended approach encourages active participation, strengthens practical skills and supports the effective application of acquired knowledge in the workplace.

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: ***Sunday, 15th of November 2026***

0730 – 0800	*Registration & Coffee*
0800 – 0815	*Welcome & Introduction*
0815 – 0830	***PRE-TEST***
0830 – 0930	***Understanding the Media Landscape*** *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*
0930 – 0945	*Break*
0945 – 1030	***The Role of Media in Organizational Reputation*** *Media Influence on Public Perception • Building and Protecting Organizational Reputation • Stakeholder Expectations and Media Coverage • Media as a Strategic Communication Channel*
1030 – 1130	***Principles of Effective Media Handling*** *Media Relations Best Practices • Understanding Media Objectives and Deadlines • Developing Professional Relationships with Journalists • Managing Media Expectations*
1130 – 1215	***Becoming an Effective Spokesperson*** *Roles and Responsibilities of a Spokesperson • Personal Credibility and Professional Presence • Communicating with Confidence and Authority • Common Spokesperson Mistakes and How to Avoid Them*

1215 – 1230	*Break*
1230 – 1300	***Message Development & Media Preparation*** *Identifying Key Messages • Structuring Clear and Concise Statements • Tailoring Messages to Different Audiences • Preparing Supporting Facts and Evidence*
1300 – 1345	***Media Ethics & Professional Conduct*** *Transparency and Accuracy in Communication • Ethical Responsibilities in Media Engagement • Confidentiality and Sensitive Information Management • Building Trust Through Responsible Communication*
1345 – 1420	***Workshops*** *Media Landscape Analysis Exercise • Key Message Development Workshop • Spokesperson Self-Assessment • Media Relations Strategy Exercise*
1420 – 1430	***Recap*** *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*
1430	*Lunch & End of Day One*

Day 2: ***Monday, 16th of November 2026***

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

Day 3:	***Tuesday, 17th of November 2026***
0730 – 0830	***Crisis Communication & Media Response*** *Principles of Crisis Communication • Developing Crisis Communication Plans • Initial Media Response Strategies • Maintaining Credibility During Crises*
0830 – 0930	***Reputation Management & Media Risk*** *Identifying Reputational Risks • Managing Negative Media Coverage • Correcting Misinformation and Rumors • Long-Term Reputation Recovery Strategies*
0930 – 0945	*Break*
0945 – 1100	***Social Media & Digital Media Engagement*** *Social Media as a Communication Channel • Managing Online Conversations • Responding to Viral Content and Public Criticism • Digital Reputation Monitoring*
1100 – 1130	***Strategic Media Planning & Stakeholder Communication*** *Developing Media Engagement Strategies • Aligning Media Activities with Organizational Objectives • Stakeholder Mapping and Communication Planning • Measuring Communication Effectiveness*
1130	***Advanced Media Handling Scenarios*** *High-Profile Media Engagements • Sensitive Organizational Announcements • Regulatory and Public Interest Issues • Cross-Cultural and International Media Considerations*
1215 – 1230	*Break*
1230 – 1300	***Building a Sustainable Media Relations Program*** *Media Relationship Management • Establishing Communication Protocols • Monitoring Media Coverage and Analytics • Continuous Improvement of Media Practices*
1300 – 1345	***Workshops*** *Crisis Communication Scenario Exercise • Social Media Response Simulation • Reputation Management Case Study • Comprehensive Media Handling Assessment*
1345– 1400	***Course Conclusion*** *Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course*
1400 – 1415	***POST-TEST***
1415 – 1430	*Presentation of Course Certificates*
1430	*Lunch & End of Course*

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, gamification, case studies and practical sessions.



Course Coordinator

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