

Feinstein Kean Healthcare Media Training

Giving executives the tools to capitalize on every media opportunity

A media interview remains one of the single most effective means to communicate your organization's message to a large audience, promote your company and win support for your viewpoint. Yet, the prospect of being interviewed can feel like a daunting or burdensome proposition to even media-savvy executives.

FKH offers comprehensive media training services that provide an organization's key spokespersons with the skills needed to handle any interview effectively, whether the interview is in person, on the phone, or on television or radio.

FKH trains executives on how to showcase their unique strengths and characteristics and minimize potential weaknesses while continuing to be themselves. In addition, FKH's trainings are focused specifically on the healthcare and life sciences media and are conducted by senior members of the FKH media team who work regularly with the most influential reporters covering these sectors. As a result, we are able to instruct executives on the unique attributes and needs of reporters covering these industries and provide them with practical, real-world guidance on how to interact most effectively with them.

FKH offers customizable half day and full day media training sessions for either individual or multiple company officials. Core elements of these training sessions include:

- Immersion into the fundamentals of a successful interview and supporting concepts and principles
- Strategies for effectively staying on message without being robotic
- Tactics for handling even the most difficult or unexpected interview questions
- Mock interviews recorded and critiqued for areas of improvement
- Post training support, including written feedback and customized learning materials

Following these trainings, executives will be fully prepared to serve as effective communicators and persuasive ambassadors for your organization no matter what type of interview they may encounter.

Every interview represents a potentially significant visibility opportunity for your company; FKH's media training program will give your executives the tools and confidence to take it.

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