

# Executive Media Training Overview



## About Vistra

**Established in 2007, Vistra is a full-service integrated marketing communications agency providing award-winning strategic communications, marketing and consulting services.**

**Vistra is not a typical “agency;” we are strategic partners with a proven history of building long-term client relationships. As your partner, we care about what is in your best interest as you continue to develop, grow and protect your brand. Our range of services spans across:**

- Research
- Communications & Public Relations
- Business Strategy & Consulting
- Integrated Marketing & Events
- Advertising & Promotion

# Executive Media Training Overview

Promoting and securing press is important but knowing what, how and when to deliver your message is critical. That is why the Vistra team offers Executive Media Training, a highly interactive and customized course that is specifically designed for members of your organization who are most often called to represent the company, either planned or “on the spot”.

Customized to each organization and individual, our Executive Media Training will equip your executives with the tools to create and deliver effective messages in all media situations, including times of crisis, and across various communication channels.

Key areas of discussion may include:

- Navigating the media landscape
- Creating and delivering effective messages in all media situations, including times of crisis
- Fielding media questions
- Taking control of the interview
- Handling media personalities and behaviors

Executive Media Training is offered in half-day, full-day and multi-day sessions and can be conducted on-site or in our media training room located in Lutz, Florida.

All courses include on-camera mock interviews, with real-time constructive critiques by one of our highly qualified subject matter experts. Our full-day immersion course also trains executives on how to handle skype/satellite interviews, ambush ‘on the spot’ interviews, one-on-one interviews, and television press conferences.

Following the training session, executive participants will also receive a:

- link to their individual interview settings for reference
- personalized critique sheet with notes to improve performance
- comprehensive reference handbook based on their specific class

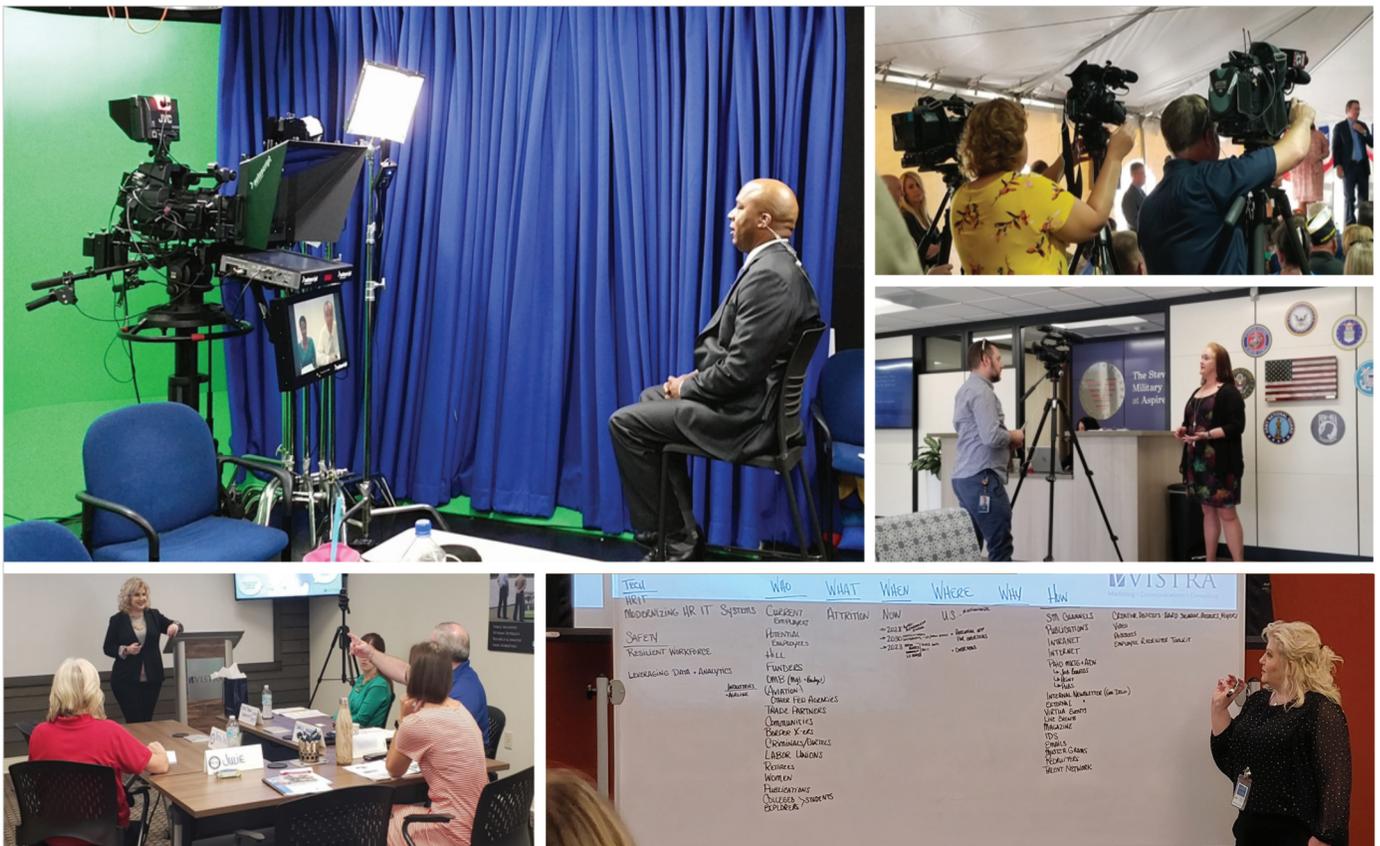
# Our Trainers

Our Executive Media Training team is comprised former spokespeople, television and radio reporters, and communications strategists, all who have had deep experience preparing senior-level executive for media interactions.

Team members have provided strategic communications counsel to corporations, businesses, non-profits and government entities at the local, state and federal levels.

*"The instructors were excellent – knowledgeable, approachable, credible and effective. I am very grateful for their expertise."*

- Executive Media Training Participant



*Actual photos from Vistra media training sessions*

# Shameless Namedropping

## Corporate and Non-Profit Clients



## Federal Government Clients

