

Media Management Skills Training

TRAINERS



Marcelle Balt, Journalist

(South African Broadcasting Corporation, Deutsche Welle, Radio France Internationale)



Christophe Lécureuil, Spokesperson

(Global Alliance for Improved Nutrition, McDonald's, Yum! Brands)

OUTCOMES

- Understand how journalists work
- Build a compelling narrative/story
- Practice real-life interviews safely
- Adapt your content to the media channel
- Know how to manage difficult questions

AUDIENCES

- Leadership and Senior Management
- Global/Country Communications Staff
- Advocacy and Resource Mobilisation Teams



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