



**Egan Energy Communications, Inc.**

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## **On-Camera Media Training**

### Workshop Program Description

In this hands-on, half-day workshop, which can be offered on a stand-alone basis or in conjunction with the half-day “Dynamic Utilities Communications” workshop, participants will learn how to become more powerful public speakers and spokespersons after being videotaped delivering opening remarks and handling Q&A before a live audience.

Nothing reveals the truth like video. You may think you’re a tremendous public speaker, but does the video back that up? Whether you’re a utility executive or a spokesperson, this is the workshop where you can hone those critical, on-camera skills!

- ✓ We’ll start with a brief review of the fundamental do’s and don’ts of successful communications, including how to craft high-impact messages
- ✓ Each participant will be videotaped giving brief (3-5 minutes) of opening remarks on a sensitive workplace issue.
- ✓ Other participants, serving as the audience, will ask questions.
- ✓ After Q&A, the group will provide feedback on the speaker’s performance using a scorecard developed by EEC.
- ✓ As a group we’ll review the video to see what worked and what didn’t.
- ✓ All of these activities will take place in a supportive atmosphere.
- ✓ After each participant speaks, any participant who wants to try again will be accommodated, time permitting.
- ✓ Each participant will be given a memory stick with their talk as well as written feedback from all participants and the instructor.



By the time we’re done, you’ll be armed with the skills and confidence you need to get in front of the camera and accelerate your career with high-impact, real-life oral communications skills.

EEC will work with you to deliver a workshop tailored to your specific needs. [Contact John today](#) to discuss your unique situation.