



ROAR Communications

38936 Queens Way, #4
Squamish, BC
Canada
V8B 0V2

Phone: 778-266-9188
www.CEOTraining.ca

PROGRAM OVERVIEW

Thought Leader and Media Training provides practical training in leadership, marketing, and the media. Program curriculum focuses on the development of communication, presentation, and strategic marketing skills for companies seeking to increase growth and become positioned as industry leaders in their fields.

PROGRAM OUTCOMES

Through the successful completion of the program, participants will:

- Present material like a polished professional.
- Prepare original content for media interviews, blending expertise with approachability and engagement.
- Engage the media to reach a mass market audience by adapting their topic in effective ways for print, radio, podcasts, social media, and TV.
- Prepare a sample media kit with sample questions, topics, and bio.
- Understand media etiquette, and how to effectively get free advertising.
- Pitch producers and learn how to secure media coverage.
- Team will learn how to book TV, podcast, and radio interviews professionally.
- Adapt their original material for a 3-minute TV interview and a 1-hour radio or podcast interview and understand the demands of different formats.
- Work with team members to enhance the brand of the company, and position the spokesperson as a thought leader.

DELIVERY AND ASSESSMENT

70 hours of instruction delivered over 20 weeks in classroom, business, and online through live, interactive webinar training. Instructional resources (video, audio, and course materials) provided for participants throughout course. Frequent assignments are completed and given feedback for improvement. Course concludes with participants completing an interview in a one-hour radio interview format, which they can use to create their own podcast, use on social media, post online, or transcribe to create content for articles, blogs, social media, or their book.

Assessment Method: Presentations (40%), Assignments (30%), Class participation (30%).

Trainer: Aurora Winter, MBA, Trainer for ROAR Communications