

Media training: the total package



Communiq̄e and Fit to Front provide media training with a difference. As with most training, we cover how the media works and prepare you for interviews. But we also teach you how to deal with the physiological aspects of an interview – including best posture, breathing techniques and how to counter anxiety.

We tailor our training to the issues your organisation is dealing with. You will walk away with practical skills you can use immediately. We can work with one person, or with small groups.

Our media training includes:

- Understanding the media
- What makes news?
- Using the media
- Preparing for an interview
- 'On camera': Realistic interviews filmed, then played back and critiqued.

Our people



Anna Kenna is an extremely experienced media trainer and award-winning journalist, with a career spanning more than 30 years. She has been a radio and television news reporter, a presenter and executive producer of *Fair Go* and a reporter on the television current affairs show *20/20*. She has won several Qantas awards for investigative journalism.



Victoria Armstrong is an expert in the internal mechanics of the body and brain, and how these work for or against us when communicating. During training, Victoria will advise on posture, breathing, nutrition, and managing anxiety, for the best possible presentation. Victoria has a degree and double diploma in sports science and a very strong history in sales and marketing with TV.

“Media training is consistently professional, challenging and highly relevant. Participants invariably leave with the confidence to handle media encounters in the real world.”

– Peter Abernethy,
Communications Manager, Ministry of Health

“The method, manner and insights imparted to you in such a short space of time are guaranteed to set you apart from the competition. Love it!”

– Neil Fitzpatrick, Oh!group Ltd

“The training was professional, accurate, relevant and delivered in a non-threatening manner.”

– Peter Miskimmin, CEO, SPARC

“Thanks for being such pros and getting the best from us. It was awesome and we can’t wait to launch the final product!”

– Marie-Claire Andrews,
Vice President, Virtual Expos NZ

More information and bookings

To find out more or book your media training, contact
info@cmq.co.nz
or
info@fit2front.co.nz
www.cmq.co.nz
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