

Course : Media Training in the Age of AI

Practical course - 2d - 14h00 - Ref. MJD

Price : 1650 CHF E.T.

NEW

In a media landscape marked by the accelerating pace of information and the emergence of generative artificial intelligence, spokespersons, executives, and experts must adapt their communication practices. This training program helps participants strengthen their mastery of media training techniques while leveraging AI to prepare messages, anticipate sensitive questions, practice effectively, and analyze their performance. Participants develop communication skills that are clearer, more impactful, and better suited to the new challenges of the media landscape.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Develop key messages tailored to different media contexts using media training techniques and generative AI tools
- ✓ Prepare for a media appearance by identifying risks, sensitive issues, and journalists' expectations
- ✓ Conducting an interview or speaking to the media while effectively managing your verbal and nonverbal communication
- ✓ Use artificial intelligence tools to train, analyze performance, and improve your interventions
- ✓ Manage a sensitive or crisis-related media situation by adapting your messaging and responses

Intended audience

Executives, spokespersons, communications managers, marketing managers, industry experts who are called upon to speak to the media, managers, consultants, public affairs managers, and anyone who needs to represent their organization to journalists or the public.

Prerequisites

No specific knowledge required

PARTICIPANTS

Executives, spokespersons, communications managers, marketing managers, industry experts who are called upon to speak to the media, managers, consultants, public affairs managers, and anyone who needs to represent their organization to journalists or the public.

PREREQUISITES

No specific knowledge required

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

Practical details

A mix of methodological instruction, demonstrations, and sharing of experiences. Case studies based on real-world professional situations. Hands-on workshops on crafting messages and media scripts. Simulated interviews, public speaking exercises, and press conferences. Video or audio recordings of role-playing exercises, depending on the training format. Evaluation rubrics, method sheets, and reusable prompt templates.

Course schedule

1 Placing the Spokesperson in a Media Environment Transformed by AI

- Identify trends in the media landscape and the impact of generative AI on content production and distribution
- Recognizing the risks associated with misinformation, deepfakes, and synthetic content
- Define the role and responsibilities of the spokesperson in this new environment

Hands-on work

Conduct a critical analysis of AI-generated or AI-assisted media content in small groups. A group case study to identify the benefits, reputational risks, and best practices. Debriefing led by the trainer, followed by the development of a checklist that can be reused in professional settings.

2 Crafting and Preparing Messages with the Help of AI

- Set communication objectives tailored to a media appearance
- Develop a set of key messages tailored to the organization's communication challenges and the media's expectations (message framework)
- Develop clear, memorable, and consistent key messages
- Develop messaging tailored to different audiences
- Using prompting techniques to prepare for an interview or a presentation
- Anticipate tough questions and objections using generative AI tools.
- Create an AI assistant to help prepare for presentations

Hands-on work

Individual and then pair work to develop a pitch, followed by a "message workshop" based on a real-life case study provided by the participants. Guided use of generative AI tools to produce key messages, talking points, and simulations of questions from journalists. Presentation and collective refinement of the work.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

3 Mastering Your Communication During an Interview or Media

Appearance

- Prepare your presentation based on the media format and broadcast constraints
- Tailoring Your Message to the Expectations of Journalists and Audiences
- Use rephrasing, reframing, and bridging techniques
- Controlling one's verbal, vocal, and nonverbal communication
- Enhancing Your Impact and Credibility During Media Interactions

Hands-on work

Simulated radio, television, online media, and podcast interviews, filmed for review. Individual exercises with peer observation by participants. Analysis of performances using a structured evaluation rubric. Personalized debriefing to identify priority areas for improvement.

4 Train and Improve with Artificial Intelligence Tools

- Using AI to Generate Scripts for Interviews and Press Conferences
- Create simulations of sensitive or unexpected questions
- Automatically analyze certain communication and language indicators
- Use the feedback provided by AI tools to improve performance
- Establish a self-directed and ongoing training program

Hands-on work

Workshop in pairs to create a personalized training program. Designing interview scenarios using AI, followed by conducting a series of simulations. Comparing performance before and after training. Developing an individual progression plan that can be used after the training.

5 Managing Sensitive Situations and Crisis Communication

- Identify the specific characteristics of speaking in a sensitive or crisis situation
- Develop appropriate responses to situations with high reputational stakes
- How to Respond to Unsettling or Aggressive Questions
- Implement a response protocol in the event of the dissemination of a deepfake or manipulated content implicating the organization or its spokesperson
- Adapt your message to reflect changes in the media landscape
- Integrating AI into the Planning and Monitoring of Crisis Communication

Hands-on work

Group media response simulation. Case study based on a media crisis or the dissemination of a deepfake featuring a senior executive. AI-assisted preparation. Group debriefing focused on responsiveness, message consistency, and managing reputational impact.

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Dates and locations

REMOTE CLASS

2026 : 14 Dec.

2027 : 15 Mar., 24 June, 4 Oct., 16 Dec.