

Our vision is a world where organisations communicate effectively with all of their stakeholders.

Conference Presentation and Media Skills for Tech Managers.

A one-day training course to learn:

- How to get your message across to a general audience (whether at a conference or in the media)
 - How to prepare (the dos and don'ts)
 - How to structure a presentation
 - How to abstract key points for media interviews
 - How to conduct a media interview about your presentation
- And you will also practice delivering a winning presentation and being interviewed in a radio station!

Why tech managers need proficient communication skills.

Tech managers have an absolute command of the language of their field and are able to analyse and recommend solutions to complex problems. However, they sometimes have a difficulty in putting all of that to one side and communicating with the general public. As job specifications change, managers are expected to make presentations at conferences and enhance the profile of the business and its products. Our goal is to help you address these issues. You will learn skills that compliment what you already do, giving you an enhanced ability to represent your company at conferences and in media interviews.

This course will give you a great variety of tools to communicate efficiently with your team and the media and help you to fully embrace every part of your challenging job. This course will benefit any manager or potential manager.

What are the advantages of our course?

The course will take place in a radio station, giving you a unique opportunity to link theoretical and practical knowledge. Moreover, the number of participants is limited to five people, which allows us to give personalised feedback on enhancing your presentations and maximising the impact you make on your audience. We will also give you the audio of your radio interview, to study after the training, for your own personal reference and reflection.

They have already chosen the Irish Academy...

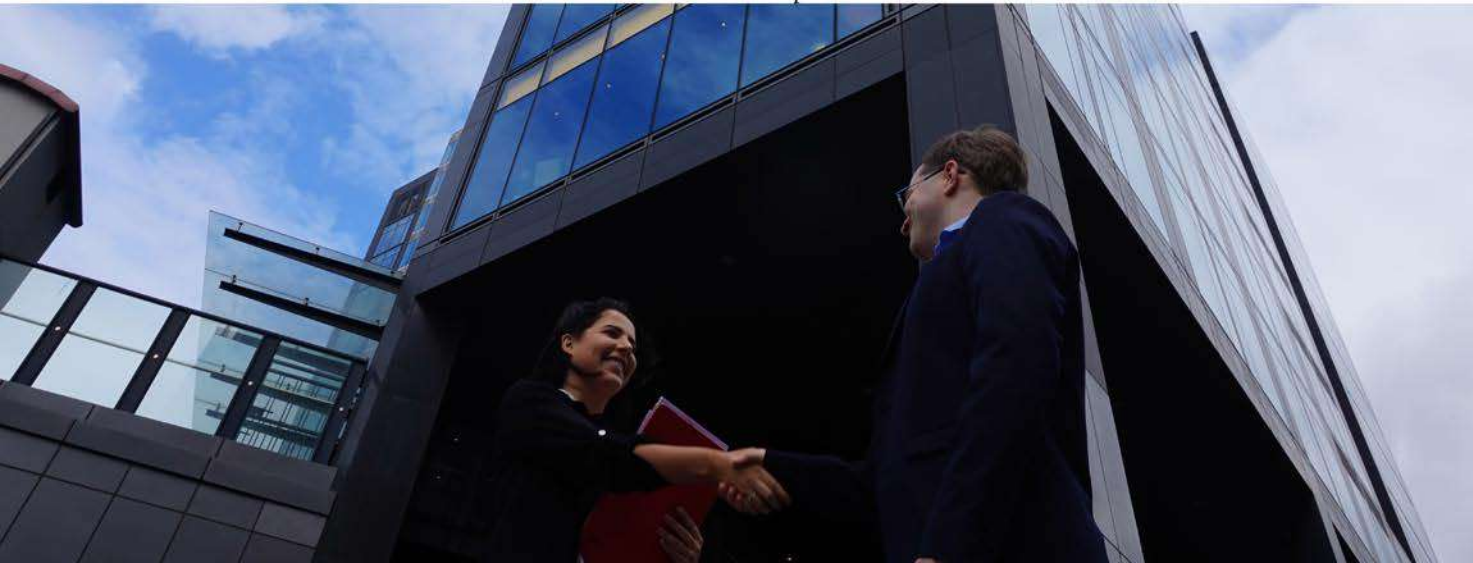
Brian Leahy, MD & Data Analytics Expert with Mode 1 Data Consulting
"I attended the Radio Interview Skills for Business course run by Ellen and loved it. Ellen puts people at ease quite naturally and she explained how to get the best out yourself in order to promote yourself and your business on the radio. The mock interviews were a great preparation for the real thing – so much so that I willingly accepted the offer to be interviewed by Ellen "for real" on her MediaScope program shortly after!
Overall, the course was a great learning experience and I would happily recommend it to anyone who'd listen to me!"



Linda Coyne, Research Communications at EPA (Environmental Protection Agency)

"It really benefitted our organisation because we, as funders, find it difficult to get our researchers to credit us as the funding body. We were thrilled with the results. We had people who were confident in what they were saying. They were more focused on who they wanted to say it to, and it was really jargon free which was what we were aiming for."

Some more of our satisfied clients: BNB Paribas, An Garda Siochana, Dublin City Council, Small Firms Association, ESB, IDA,...





**IRISH ACADEMY
TRAINING**

Founded in 1992, **the Irish Academy of Public Relations** (www.irishacademy.com) specialises in providing online courses in communications disciplines including Public Relations, Journalism, Event Management, Radio Journalism, Mobile Journalism (MoJo), Radio and Television Presenter Skills. Courses are offered worldwide and are taught in six languages: English, French, Spanish, Russian, Polish and Arabic.

Irish Academy Training (www.irishacademytraining.com) offers a comprehensive suite of Corporate Training and Continuing Professional Development courses, which are taught throughout Ireland and in Eastern Europe. Each training day is specifically tailored to the needs of individual clients. We bring our expert trainers into your organisation to teach you how to communicate effectively, in simple language, to a wide range of stakeholders, via traditional and digital media.

We educate.
We empower.
We connect.

Interested?

Contact us now !

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Or find more information:

On our website:
<https://irishacademytraining.com/>

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upgrade your skills
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The Irish Academy Training

in association with

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(@potaflor on Instagram)