



Media Training

Elevate Your Media Mastery with Christina Pilarski

In today's fast-paced media landscape, where video calls replace boardrooms and sound bites determine public perception, mastering media interactions is more crucial than ever. **Christina Pilarski brings over 30 years of firsthand media experience to her dynamic Media Training Workshops**, designed for professionals who are ready to elevate their communication skills in our digital age.

Why Media Training Matters Now

With the digital transformation of media, the ability to engage effectively with the press and public through various platforms has become essential. Whether you are addressing a camera for a virtual interview, crafting the perfect pitch, or navigating the complexities of instant public scrutiny, understanding the modern media process is indispensable. As AI continues to reshape public relations, staying ahead with cutting-edge media skills is not just advantageous—it's imperative.



Christina's Unique Approach

Christina doesn't adhere to outdated methodologies. Her workshops are infused with contemporary techniques that acknowledge the crucial role of digital media and rapid communication channels. From the nuances of video call presentations to handling immediate media requests and learning when to chase a story or when to pass, Christina's training covers it all. Attendees learn not only to present themselves and their brands effectively but also to make strategic decisions about media engagement.

From her first media appearance at age seven to leading sessions to currently leading sessions for C-Suite Executives across Canada, Christina's background combines personal experience with professional expertise. Her engaging delivery and relatable content, based on real-life stories and industry insights, empower professionals to harness their media potential fully.

Invite Christina to transform your media skills where traditional meets digital, ensuring you are not only seen but heard and remembered.

Inquire Now:
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More Information:
www.twobabiesandabusiness.com



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Workshop Experience and Takeaways

Each workshop participant embarks on a comprehensive journey through the media landscape:

- 1 Understanding the Media:** Dive into the media process, learn about pitching, and grasp the theory behind effective communication.
- 2 Practical Skills:** Gain insights into interview types, key message delivery, and the arts of bridging and blocking.
- 3 Non-Verbal Communication:** Master the subtleties of body language, tone, and style that resonate on camera and in person.
- 4 Real-Life Application:** Apply what you've learned to real-world scenarios, enhancing your presentation and public speaking skills.

Christina always works along side her clients to tailor training to organizational goals and issues. She can assist in the preparation and polish of your corporate key messages alongside the training engagement.

This is a practical and essential skills upgrade for your organization - a value add for Board members - and a great investment in your team's professional development.

Client Testimonials

"Christina takes a modern approach to media training and public relations. It is relatable, easy to apply, and engaging. My entire team feels empowered and ready to take on tough questions thanks to her one on one media training and workshop. She will definitely be our go-to moving forward."

Marcie Hawranik

Founder and President
Canadian Equality Consulting

"Christina is relatable, easy to follow, and memorable. She has successfully engaged our leadership team, Board of Directors, and our seasonal staff equipping our entire organization with the skills and confidence they need to respond to the media. Her focus on process has allowed our team to understand the importance of media relations and its nuances."

Leon Hunter

Director of Business Development
Métis Crossing

What You Can Expect

Beyond the half day training session, every participant receives a media tip sheet, the full presentation materials, and a personalized 30-minute zoom session with Christina for a mock interview and tailored feedback.

Day 1: Half Day Interactive Workshop

- Media Process and Pitching
- Interview Types and Tips
- Key Messages; Bridging and Blocking
- Body Language; Tone and Style
- Applying Media Technique to Presentations and Speaking

Day 2

- Team Recap and Business Key Message Review
- Individual One on One Mock Interview Sessions