

FACE JOURNALISTS WITH CONFIDENCE.
BRING YOUR MESSAGE ACROSS.
COMMUNICATE WITH IMPACT.

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Media Training

Empower yourself and your organization by mastering media interactions. Learn how to craft your messages effectively so that they are being heard and remembered.



The Most Frequent Challenges

In today's rapidly evolving business landscape, effective communication is crucial. The dynamic shifts in the media environment not only influence our perception of information but also affect how we process it. Every element – words, actions, timing, context, visuals – conveys a message. How can you ensure that your messages are not only heard but also accurately interpreted by your audience? How can you construct your narrative to ensure it resonates and is remembered by recipients?

Goals Of The Training

Our Media Training is designed to equip leaders with the skills needed to excel in media and stakeholder interactions. Throughout a whole day session you will learn how to use media opportunities to bring your key messages effectively to the audience.



Master the art of media appearances

Gain confidence in front of the camera and build a compelling media message.



Create convincing messages

Learn to formulate thoughts in a way that effectively reaches your audience.



Manage crisis situations

Discover advanced communication techniques to cope with difficult situations and protect the company's reputation.



Combination of theory and practice

Participate in practical exercises in front of the camera in a professional studio, and then analyze your performances with an expert.

Participants Profile

Our media training is carefully tailored to meet the needs of various groups who play key roles in communication and representation of the company:

01

Executives

Board members who often serve as the face of the organization will benefit from skills in effectively conveying strategic messages and responding in crisis situations.

02

Managers

Individuals managing teams who need to communicate both internally and externally will learn how to build trust and motivate their employees through clear and compelling presentations.

03

Press Officers

Professionals responsible for media relations will gain advanced presentation and rhetoric techniques to effectively disseminate information and represent the company in media outlets.

04

Communications Team Members

Those involved in communication will have the opportunity to enhance their skills in planning and executing communication strategies to increase their effectiveness and consistency.

05

Company Representatives

Employees who have direct contact with clients, business partners, or the community will learn how to professionally present the company in a way that aligns with its values and objectives.

06

Individuals Looking to Strengthen Public Speaking Skills

Anyone wishing to improve their presentation skills and gain confidence in public situations will find practical tools and support in our training.

What Are The Benefits For Participants

The training equips participants with the necessary skills to interact with the media and stakeholders, enabling them to effectively represent the company in communications with the environment.

Confidence and Presentation

- Develop confidence in front of the camera and microphone through practical exercises.
- Receive guidance on crafting engaging statements and enhancing your expert image.

Effective Communication

- Learn the art of crafting a message in such a way that you are heard and remembered.
- Master the art of building a compelling and coherent narrative.

Media Understanding and Collaboration

- Gain insights into the media agenda and journalists' expectations.
- Learn how to effectively collaborate with the media

Narrative and Storytelling

- Learn to tell memorable stories

Crisis and Question Management

- Acquire skills to handle difficult and unpredictable questions, especially in crisis communication scenarios.
- Learn how to answer challenging and unexpected questions.

Preparation for appearances:

- Master the art of preparing for media interviews and conference presentations.
- Learn how to avoid common communication mistakes with the media.

Practical Experience and feedback

- Practice media interviews and public speaking through practical exercises with the camera.
- Benefit from the analysis and evaluation of each recording by an experienced trainer.

Learn About The Training

Join us for an intensive full-day media training designed to enhance your skills in narrative building and media appearances. The program combines theoretical knowledge with practical exercises in a professional studio, providing a comprehensive experience.



During the training, you will collaborate with our expert, who will analyze your performances in real time and provide you with feedback on areas to improve. Together, you will practice specific

forms of appearances, such as media interviews, statements during debates or crisis declarations. At the end of the training, all participants will receive a certificate confirming completion.

Choose your type of training:

ECONOMY	PREMIUM	BUSINESS
Training for 6 persons	Training for 4 persons	Training for 2 persons
Blend of theory and practice	Blend of theory and practice	Blend of theory and practice
Exercises with camera	Exercises with camera	Exercises with camera
Certificate confirming participation in the training	Certificate confirming participation in the training	Certificate confirming participation in the training
Venue: 24/7Studio	Venue: 24/7Studio	Venue: 24/7Studio
3000 PLN net / per person	4000 PLN net / per person	5000 PLN net / per person

Didn't find the offer addressing your needs? Contact us and we will prepare a tailored proposal for you.



Meet Our Experts



Katarzyna Fabjaniak

ADVISORY DIRECTOR

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With nearly two decades of expertise in the public relations sector, Katarzyna Fabjaniak is a distinguished expert in corporate and crisis communications, as well as a seasoned trainer in media and public appearances. Her career includes providing strategic counsel to executive boards of major international and Polish corporations, including governmental entities.

She leverages her extensive stage experience, gained as a performing artist and a graduate of the Frederic Chopin Music Academy in Warsaw, to enhance her training sessions, where she focuses on refining individual performance skills.

Her training portfolio includes conducting specialized media training programs for executives from leading companies across various industries such as construction, real estate, technology, healthcare, FMCG, and retail.

In addition to her practical experience, she serves as a lecturer at the University of Warsaw and holds esteemed roles as a jury member at prestigious industry competitions, including the Cannes Lions, Dubai Lynx Festival, New York Advertising Festivals, Złote Spinacze, and The Next Gen of PR.

She is also a prolific author, with numerous publications and expert commentaries in the media, contributing valuable insights into the field of public relations and communication.

Other services available

01

Issue and Crisis management

02

**Public Affairs
& Stakeholder management**

03

**Strategy Development
& Communications Advisory**

04

24/7Studio & Content Production

About 24/7Communication

24/7Communication is an independent polish strategic communications consultancy. Since 2001, we have been helping organizations build trust and implement sustainable changes. We provide comprehensive communication support to our clients, covering areas such as PR strategy, corporate communication, ESG and Sustainability, Public Affairs, crisis and issue management, as well as internal communication, employer branding, and content & digital marketing.

Our consultants have the experience and expertise that allow us to be a trusted partner for leading companies across four main specializations: food, consumer goods and retail, technology and e-commerce, energy and industry, and health and pharmaceuticals. We also have the 247Flex team, which handles cross-sector projects, as well as a team responsible for internal communication and employer branding. Additionally, we are expanding our advisory practice in ESG and sustainability, public affairs, and crisis and issue management. Through 247Studio, we run a streaming and broadcasting studio, delivering audiovisual projects for our clients.

We are a partner of PROI, a global organization of independent public relations firms. We are also a member of Crisis Communications Network Europe, an international network of independent communications and consulting agencies from Europe providing crisis communications consulting.

Our projects and campaigns are awarded in major industry competitions. In 2023, we won 8 awards in the Złote Spinacze competition, 4 Effie Awards and 3 awards in the KTR competition. We were named the Best PR Agency 2023 in the EMEA region by PROI. We received the title of the Best PR Agency of 2024 in Poland according to Media Marketing Poland magazine.

24/7Communication is an agency made up of committed practitioners and experts in their fields. As a company that helps clients build trust, we prioritize it. It is the basis of our organizational culture #247WAY. Always progress. Always reliable. Always with care and respect for others.

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Drive change.**

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