

Vienna, October 2020

IOI “Remote Media Training”

19 November 2020

Online Learning + Face-to-face training via Videoconference

The IOI is pleased to inform you about a new training cooperation established with Media First. This cooperation results in the first IOI online-training with a focus on essential media training skills to help you approach any media interview with confidence and focus, and learn how to manage curve-ball questions. This training is open for IOI member institutions and specifically designed for office holders or their respective media spokesperson.

1.) Content

The Remote Media Training will bring together Ombudsman colleagues from across the world, in order to build media capacity and to improve communication with the media to bring across your core message; especially in these unprecedented times.

In this training course Ombudsman or their media spokesperson will get to know more about how the media works, learn the key media training techniques to execute strong interviews and ultimately how to use the media proactively to raise your institution’s profile. Previous media experience is not essential.

What you will learn on this course:

- How the media works and how it can be harnessed to communicate to your key audience
- What makes a good news story and how to pitch it for maximum media ‘reach’
- Remote interview skills which are transferable to in-person / studio print or broadcast interviews
- The ‘rules of engagement’ when meeting journalists
- The pitfalls, traps and opportunities when giving a media interview
- How to identify and land your key messages with speed and accuracy
- A simple tool to help you plan your interview and approach every opportunity with confidence
- Controlling your interview and managing difficult questions using the Bridging Technique
- Using body language, tone, pitch and pace to make an impression instantly

2.) Format

The training will be held virtually as Online Learning and it will be divided into the following three parts:

- **Part 1: Online Learning Module (1hr)**
To be completed by all delegates in their own time (at least 2 weeks before Part 2)
- **Part 2: Group Training (2.5hrs)**
19 November 2020. 10.30 – 13.00 (local time)

➤ **Part 3: 45-minute 121 Coaching for each delegate (3.5hrs group OR 45-minutes)**

19 November 2020, 13.00 – 17.00 (local time)

Participants can choose to attend the full session and observe their peers or join only for their own scheduled 45-minutes of 121 personal coaching session, which will give them an opportunity to practice the lessons learned. The 45-minute slots will be allocated to delegates as part of the course preparation.

To deliver Part 2 and Part 3 via videoconference the group will be split into 3 common 'time-zones' to enable members from all regions to participate. These groups will be established once delegates have successfully registered.

3.) Participation

This one-day workshop will be conducted in **English**; workshop participants are therefore required to have a high level of English proficiency. Participation is limited to a maximum of 18 people.

The IOI is delighted to offer this high-profile training course to IOI member institutions in good standing free of charge.

In order to ensure a smooth organisation and efficient planning of the event, the IOI General Secretariat asks you to register by returning the completed registration form (see attached) by Email (ioi@volksanw.gv.at) or fax (+43 1 512 93 88 200) as soon as possible but no later than **17 October 2020.**

All participants must register via the attached registration form before the prescribed deadline. The registration has to contain the following information:

- Information on how their job description and role within the Ombudsman Institution relates to the topics covered by the Remote Media Training;
- Description of how the learning from the IOI would be used to build capacity among their colleagues at the Ombudsman Institution;
- Commitment of Ombudsman Institution's leadership to support their participation and follow-up work thereafter; and
- Confirmation of a high level of English to participate actively in the Remote Media Training.

If you have any further questions on other training details, please do not hesitate to contact the IOI General Secretariat (ioi@volksanw.gv.at).

The IOI is looking forward to an active participation.



Werner Amon, MBA
IOI Secretary General