

# Executive Media Training: One-Day Intensive

**This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.**

---

## **MORNING SESSION**

### **Content**

- Deciding when to use video and in what format
- Keys to good video -- basic tenants
- The market for video -- different uses for whatever you shoot
- Different on-camera appearance settings
- Deciding what you want to say in your video
- Keys to good video -- basic tenants

### **Scripting**

- Working with a teleprompter
- Working off of notes
- How to prepare for a live interview
- Rehearsing your text

### **Presentation and Studio Tour**

- How to best use your voice
- Hair & makeup
- Clothing choices
- Body language & channeling nervous energy

## **WORKING LUNCH**

## **AFTERNOON SESSION**

### **Finalizing your text**

- Work with instructor one-on-one to shape up your text
- Talk through your in-studio strategy

### **Filming**

- Each student films an "in-studio" appearance
- Coaching and multiple takes on-site
- With teleprompter or without

### **Critiques**

- Review tapes in class
- Finding your strengths & weaknesses
- What's your next step?