



WWW.BRADKIRSTEN.COM

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*On-Camera Edition*

# MEDIA READINESS TRAINING

*Getting maximum brand mileage out  
of your media exposure*

# PROPOSAL

## THE MISSION

Through their many years of multi-media experience, Brad and Kevin endeavour to empower your company's spokespeople with the tools needed to turn their time in the spotlight into a well-planned and intentional marketing opportunity. This can unlock enormous business possibilities that can further build your brand and attract and grow a loyal tribe.

## LOGISTICS

- In person training
- 3 hour session including Q&A
- Filmed Practical Session with Role Play and Critical Feedback

## CONTENT

### Precision Planning

- Cast your Vision
- Intentional Excellence
- Understanding Influence
- Exquisite Execution

### On Camera

- What do I wear?
- Preparation
- Gestures - Hands, Feet & Body
- Connecting with Conviction
- Answering Questions
- Don't do THIS!
- Practical Session
- The Critique
- The Review Cycle
- Q & A

## COSTS

R3 599.00 per delegate (VAT incl)

## WHAT PEOPLE SAY

*"All the tips and pointers were so valuable - I especially liked the advice on telling a story."* - Marcel Bruyns of Axis Communication

*"Brad is an amazing trainer - not only did I learn, but I truly enjoyed the process. It was FUN! Do NOT do an interview without his training!"* - Dr Babsie van Biljon of Leroy Merlin

*"My time with Brad was 1 of the best training sessions I've had!"* - Reabetsoe Seabela of Decathlon South Africa



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