



WWW.BRADKIRSTEN.COM

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MEDIA READINESS TRAINING

*Getting maximum brand mileage out
of your media exposure*



PROPOSAL

THE MISSION

Through my more than 2 decades of media experience, I 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*

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

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)



MORE ABOUT BRAD

BRAD KIRSTEN

Since 2012, Brad has trained and mentored corporate clients, radio presenters and producers, in understanding the fundamentals of excellent interviews.

For the past 25 years, Brad has been producing and presenting audio programs, locally and internationally, and he has won the Africa By Radio Award for Excellence in Radio Journalism. He has been nominated for 6 South African Radio Awards as well as the 2022 'Goeie Gons' Award for Excellence in Radio Communication.

He currently guides new and seasoned radio folk, and corporate spokespeople to create and curate content that is Planned with Precision, Intentionally Excellent, and Accurately Applied to build their brands and thrill their listeners.



"Radio has the power to entertain, to educate, to inspire, to shape opinion and to build extreme brand loyalty"

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