



MAGGS ON MEDIA



REGENESYS
CORPORATE EDUCATION



EFFECTIVE BUSINESS COMMUNICATION BOOTCAMP WITH JEREMY MAGGS



GETTING THE EDGE YOU NEED

In this hyper-paced operating environment pinpoint communication is the critical key to success.

Get the messaging right and you have an instant inbuilt and unassailable advantage.

Get it wrong and there can be serious consequences for the company and individuals.

Welcome to this new high-powered Regenesys course on executive communication in which we'll look at the how to deal with the media; how to deal with a workplace crisis; give a keynote address that will move an audience; and deliver a presentation that will yield the desired results.

In the course you'll be tested at every turn and the learning curve is steep.

But at the end you'll emerge well-versed on how to connect and convey the right points.

I've been in the media and communications space for close on forty years; have trained well over a thousand business and political leaders and been on the frontline of news and current affairs. It'll be my privilege to teach you what I know and to train you to become future fit and ready to engage with confidence and authority.



Jeremy Maggs | Course Convenor

MODULES

DAY 1 AND 2: INTERACTIVE LEARNING SESSION

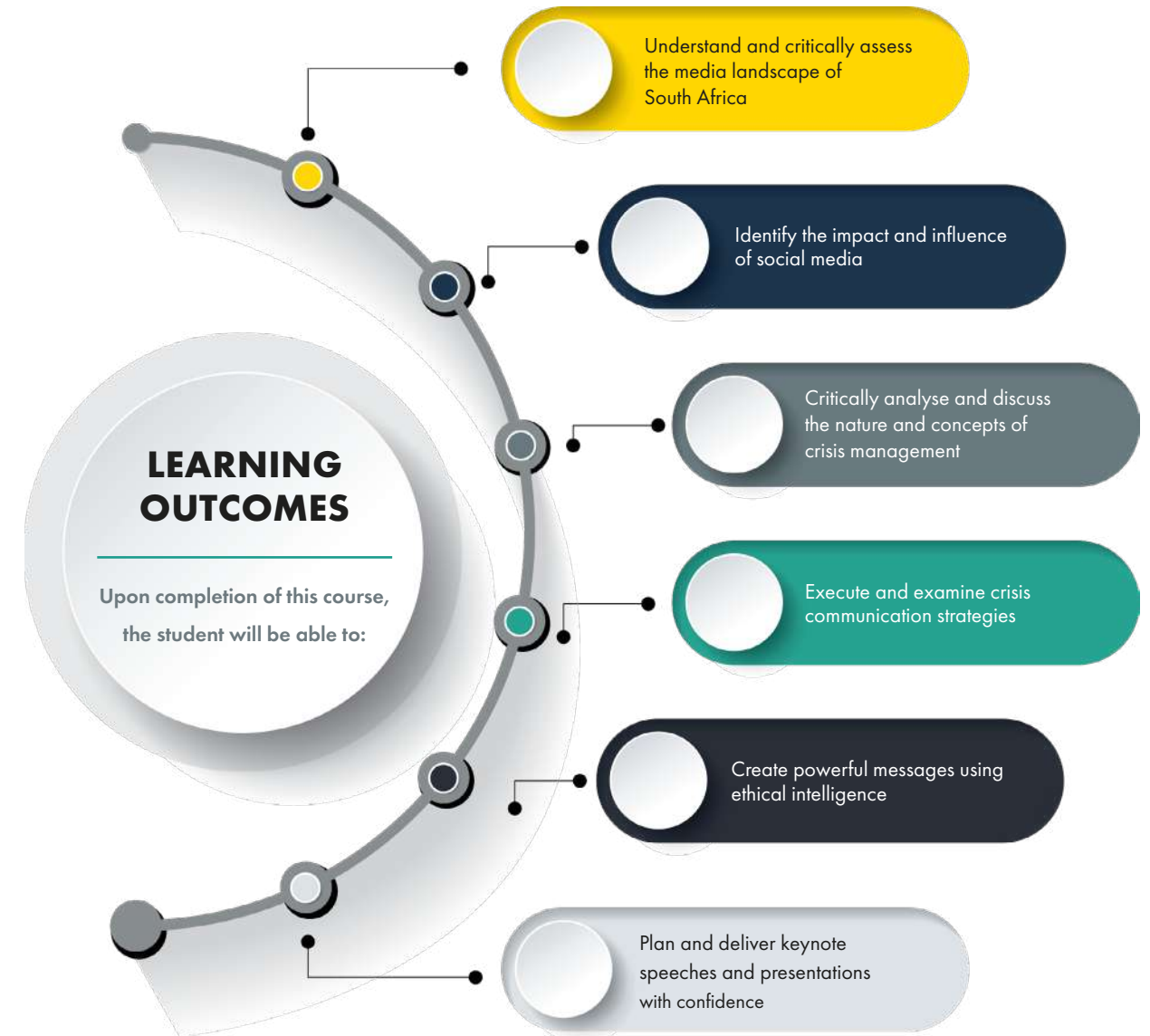
- Understanding South African and Global Media
- Communication and the Art of Presenting
- Keynote Speech and Crisis Communication

DAY 3: PRACTICAL APPLICATION AND ASSESSMENT

On the second day of the course, you will need to present a corporate presentation and take part in a TV media interview. These activities will be supported by peer feedback and an analysis from Jeremy Maggs.

COURSE STRUCTURE

- Three contact sessions over three days
- 4 hours per session



FACILITATOR

JEREMY MAGGS – MEDIA SPECIALIST

Jeremy Maggs almost needs no introduction to a South African audience. He is an acknowledged media specialist with close on forty years' experience in television, radio, and print. He has hosted television news programmes, acted as editor-in-chief of eNCA and was editor of Radio 702's Eyewitness News for 8 years. He also writes for the authoritative Financial Mail on the advertising industry.

Jeremy is also the author of a bestselling book *Win! Compelling Conversations with 20 Successful South Africans*, and is the founder of Maggs On Media, a go-to for anyone looking for unique insights into the spheres of media, communication and advertising.

REGENESYS CORPORATE EDUCATION

Regenesys Corporate Education offers a wide range of open-enrolment and customised corporate education programmes.

Our team of learning and development professionals engages with organisations to develop customised solutions based on their specific challenges to maximise productivity, sharpen management skills, drive innovation, and develop a competitive advantage.

Over 100 Corporate Education programmes are offered, including Project Management, Design Thinking, Strategy, Marketing, Innovation, and Emotional and Spiritual Intelligence in Leadership. This is in addition to the Digital Regenesys programmes, which range from Data Science, Cybersecurity, and Coding to Cryptocurrency, AI, and Digital Marketing.