

# MASTERING EXECUTIVE COMMUNICATION SKILLS WITH JEREMY MAGGS



## OVERVIEW

As a business leader, are you equipped to navigate the complexities of interfacing with the media? Would you like to armour yourself with the skills to turn potential Public Relations crises into opportunities for growth?

This communications bootcamp is designed for senior executives, business leaders, and other professionals who frequently represent their organisations in public or media-facing roles. It is also ideal for those tasked with crisis management or who regularly deliver presentations and keynote addresses.

This offering is limited to 20 participants to ensure personalised learning.

## WHY OUR PROGRAMME?

Seasoned media professional Jeremy Maggs leads this intensive, practical, one-day executive education offering designed for key decision-makers looking to sharpen their communication skills.

This high-intensity, hands-on bootcamp will leave you with practical, actionable skills that you can immediately apply to your role, enhancing your overall communication effectiveness in high-stakes environments.

The course covers essential aspects of media engagement, crisis communications, keynote speaking, and presentation development. With a focus on real-world scenarios, participants will engage in on-camera exercises that provide immediate feedback, helping them refine their communication strategies and performance.

## PROGRAMME DETAILS

- 1 day of training
- Face-to-face delivery
- Immersive learning experiences

### PROGRAMME OUTCOMES:

This course will benefit you (and your organisation) by empowering you to:

- Manage media interviews and deliver clear, impactful messages;
- Handle crisis communications with credibility and control;
- Deliver engaging keynote speeches that inspire and influence audiences; and

- Create professional, well-structured presentations tailored to their audience

### PROGRAMME DESIGN:

#### MODULE 1: DEALING WITH THE MEDIA

In today's media-driven environment, executives must be adept at managing media interactions, whether in interviews or public statements.

This module introduces the dynamics of dealing with



journalists and the press, offering key strategies to stay on message, maintain control of the narrative, and avoid common pitfalls.

#### **Key Learning Areas:**

- Understanding media motives and timelines
- Crafting effective sound bites and key messages
- Managing difficult or hostile questions
- Maintaining composure and presence during interviews

#### **Practical Exercise:**

Participants will engage in mock media interviews on camera, responding to both friendly and challenging questions. Each participant's performance will be recorded, followed by group feedback and coaching.

## **MODULE 2: CRISIS COMMUNICATIONS**

Crisis situations require swift and effective communication to safeguard an organisation's reputation. This module offers insights into crisis communication planning, execution, and recovery. Participants will learn how to communicate under pressure, both internally and externally, to minimise damage and control the message.

#### **Key Learning Areas:**

- Developing a crisis communications plan
- Identifying and managing key stakeholders
- Maintaining transparency and credibility
- Handling social media and public scrutiny

#### **Practical Exercise:**

Participants will be given a crisis scenario related to their industry. They will draft an initial crisis statement and participate in a simulated press briefing where they respond to live questions from a panel acting as journalists.

## **MODULE 3: DELIVERING A KEYNOTE**

The ability to deliver a powerful keynote is a critical leadership skill, particularly at industry conferences, company events, or shareholder meetings. This module focuses on how to prepare, structure, and

deliver a compelling and memorable keynote address that resonates with the audience.

#### **Key Learning Areas:**

- Structuring a keynote for maximum impact
- Engaging your audience with storytelling techniques
- Using body language and vocal variety to enhance delivery
- Overcoming stage fright and managing nerves

#### **Practical Exercise:**

Each participant will prepare a 2-minute keynote speech on a chosen topic. They will deliver this on camera, followed by a playback and group analysis focusing on content delivery, audience engagement, and message clarity.

## **MODULE 4: CRISIS**

This module equips participants with the tools to design and deliver professional presentations that capture attention and convey their message effectively. The focus will be on crafting visually appealing slides, honing presentation skills, and understanding how to tailor content to different audiences.

#### **Key Learning Areas:**

- Structuring presentations for clarity and flow
- Creating visually impactful slides without overwhelming the audience
- Balancing data with narrative for persuasive presentations
- Adapting presentation style to suit the audience

#### **Practical Exercise:**

Participants will design a short presentation (3–5 slides) on a business issue relevant to their industry. They will present this in front of the group, with feedback on visual design, pacing, and audience engagement

#### **PRICE:**

Prices for all 2025 open programmes can be found on our website:

[www.corporateeducation.regenesys.net](http://www.corporateeducation.regenesys.net)

#### **CERTIFICATION:**

- Certificate of Completion from Regenesys Corporate Education

***All Regenesys Corporate Education open programmes can be tailored and customised for corporate cohorts***

