

Advanced spokesperson tips

Always remember the impression you leave your audience.

As a seasoned spokesperson you are already well aware of the importance of delivering key messages and you also have skills to effectively navigate through a media interview, a public meeting, or questioning from government representatives (ie. addressing a city council).

However, the **ultimate success in truly connecting with your audience** is to always leave them with a positive impression of you.



Always think of who your audience is and that especially during media interviews, remember that you are not just speaking to one person. Reporters/show hosts are ***a channel to your audience.***

Your words are important but so is your demeanor and body language

Key advanced tips to keep in mind:

- Always maintain eye contact with who you are speaking with
- Remember the “70, 20, 10 video watch rule” (avoid any personal distractions you have)
- Be genuine (and compassionate when needed)
- Be yourself but politically correct when you speak (guarded)
- Always remember that you are always in the public eye (don’t let your guard down)
- Remember what IS a good key message (influence perceptions, encourage to change behaviours, & be compassionate/empathetic when needed)
- Remember that media interviews that aren’t solicited are ALWAYS an opportunity to get out what YOU want
- Try to always make your key message statements as early as possible when speaking
- Remember to bridge the conversations toward your messaging (practice when you can)

3

- Always “face the music” when on the hot seat (when a spokesperson blocks, the media will always chase)
- Always stress when you are not able to answer questions at a particular moment, that it is NOT “no comment”, and that you WILL respond as soon as possible (that will be when YOU are able and ready)

Bottom line ... remember that you are the main face of your organization.

It is essential to always be the one in control of public conversations ... while at the same time portraying a calm, compassionate and sincere perception of yourself.