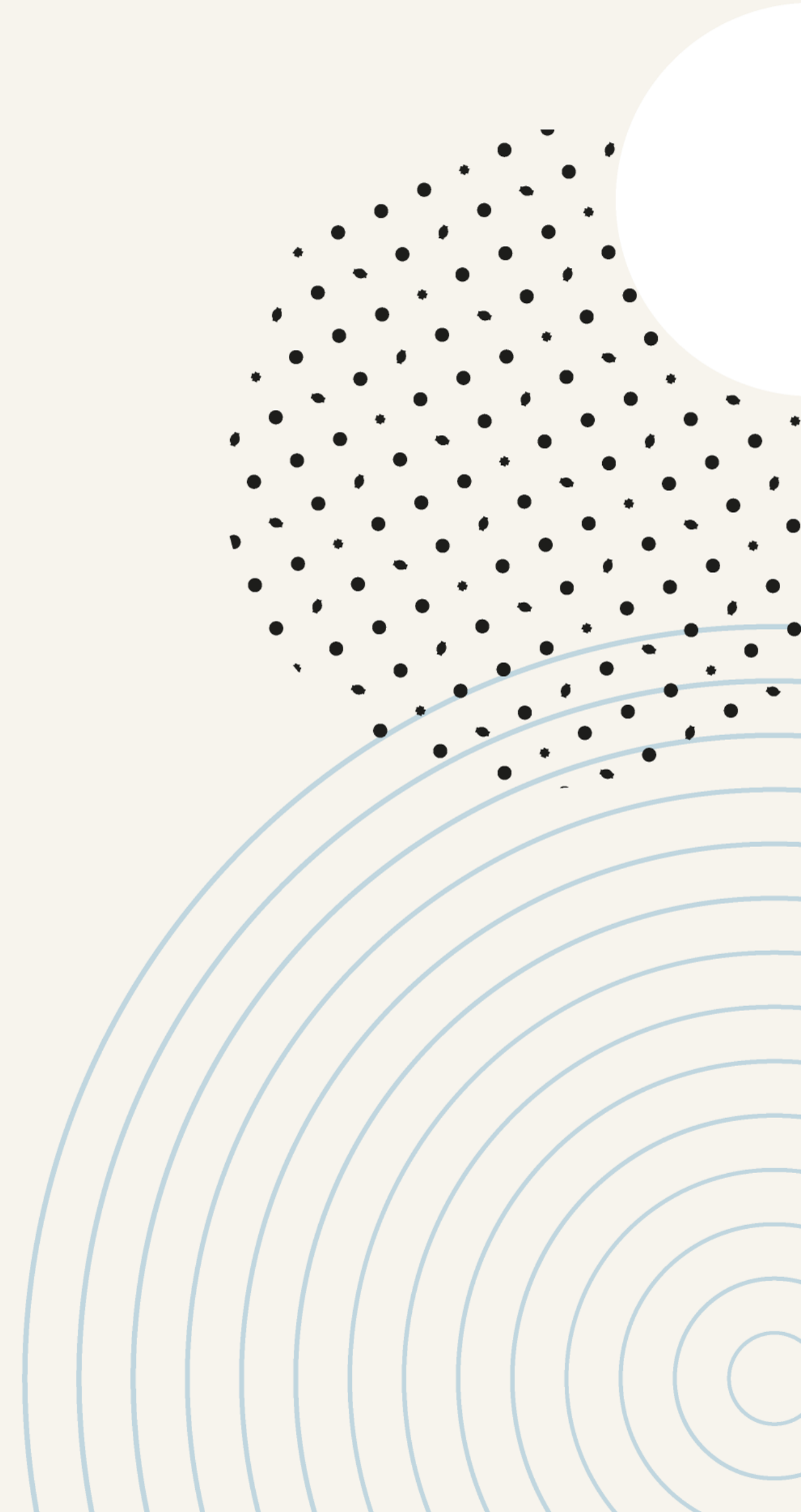
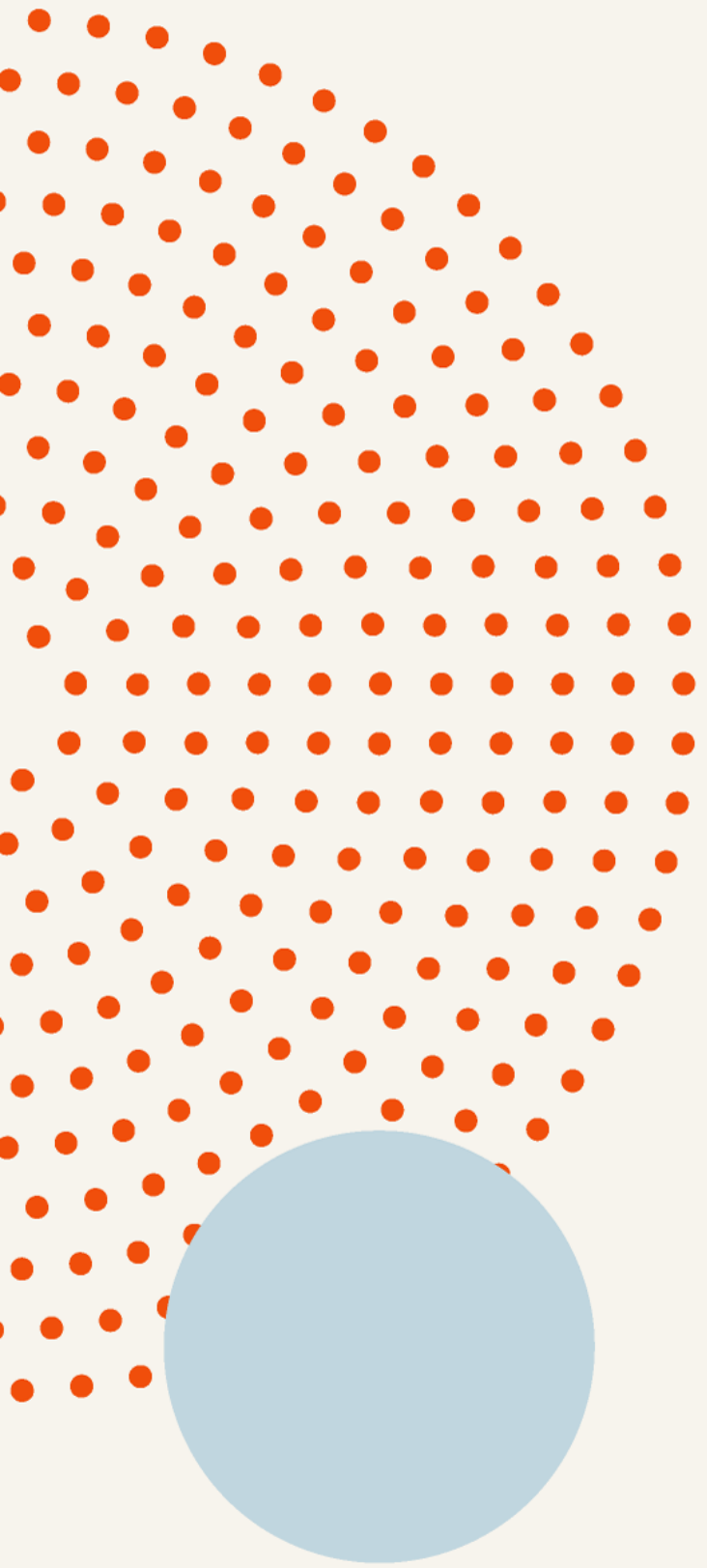


Empower your voice.

Master your story.



Training



OH C**P

The fear of public speaking affects up to 75% of people.

More when it comes to job interviews.

And greater still for those preparing for a media interview.



WHAT DO YOU FEAR MOST ABOUT A MEDIA INTERVIEW?

Not being able to answer a difficult question

Exposing that I don't really know what the story is

I don't want to go against the corporate line.

You can't trust them to be accurate

I don't want to be caught out

I don't want to say something I shouldn't (and it be held against me)

PREPARING YOU TO SUCCEED

Media training to make you better at storytelling:

- Land your message
- Tell your story
- Evade traps
- Be yourself
- Feel confident
- Find your voice





“Best training I’ve ever had”



“The outcome was amazing earned media coverage that included every single message we wanted to land”



“Engaging, motivating and supportive”



“My presentations are better”




“Saw immediate improvements”



100% of participants would recommend Sentient

30+ YEARS OF HELPING CLIENTS FIND AND TELL THEIR STORY





“I approach media training like presentation training: both need clear, authentic messaging and readiness for tough questions.”

Daniel Cohen, founder, Sentient Communications

THE APPROACH



ABOUT DC

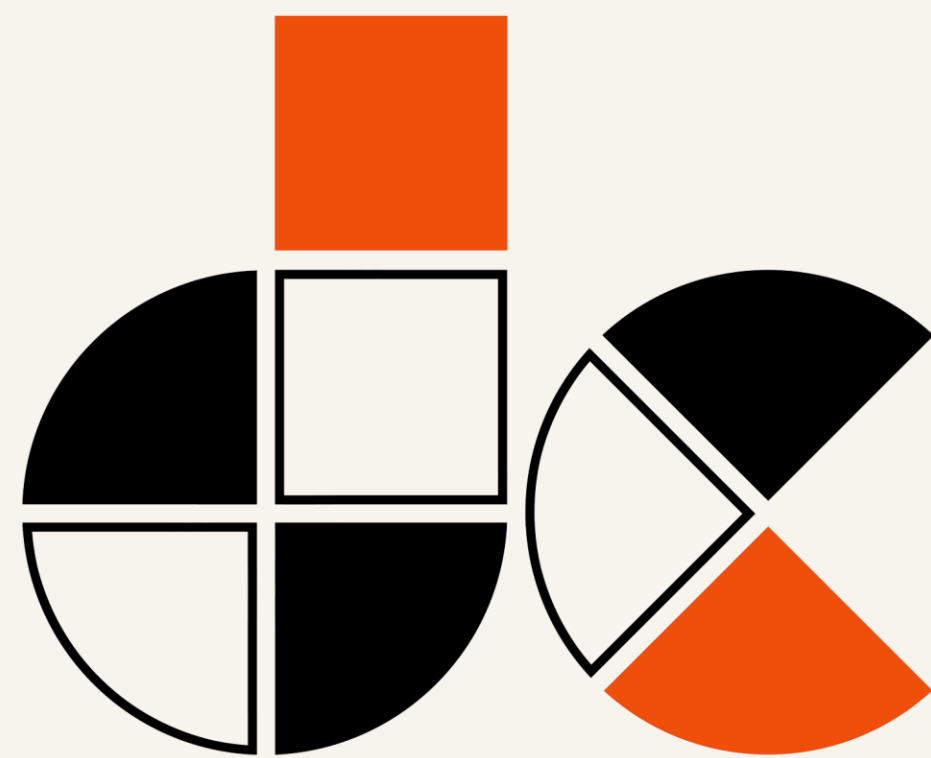
Daniel Cohen has over 30 years' experience on the front line of PR. Listed in PR Week's Power Book as one of the most influential people in PR, he has media trained spokespeople at all levels, from CEOs and CTOs to Government ministers, Brand Managers, store managers and HR professionals.

During his career, Daniel has led renowned communications agencies across UK, EMEA and Global including Grayling and the highly awarded, integrated agency, Atomic.



**For more information on how we can
help you master your story, contact:**

Daniel@teamsentient.com



Training