

## PRBB Intervals Course Proposal

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### **Course Title**

Communicating with confidence to the media and the public: one on one coaching with Eric May

### **Proposed date(s)**

One hour tailored coaching session, by appointment: 16-19 May and 23-25 May 2023

### **Course Language**

English

### **Course Leader(s) and very brief summary of relevant qualifications and experience (no more than 2 lines for each trainer)**

Eric May, an Emmy Award winning media consultant and author, helps practitioners worldwide express complex ideas to their target audiences effectively and with confidence. Eric is a PRBB Intervals course leader since 2008.

### **Rationale for course (why is this course of interest for the PRBB staff?)**

Having knowledge alone isn't enough; understanding effective techniques and using them to express your ideas with confidence is critical for audience understanding, to win support, persuade and effect change.

### **Course aim - general**

The techniques in this individually tailored coaching session course will help participants express complex ideas, especially online, in media interviews and for the public with more confidence, precision and effectiveness.

### **Specific learning outcomes (what new skills, knowledge &/or attitudes will participants take away from the course?)**

The course will give participants tools to identify and understand the needs of different audiences and how to choose appropriate methods to communicate with them more effectively.

### **Course contents (outline of topics to be covered)**

- Understanding what different audiences are looking for from you
- Building self-confidence in media interviews
- Effective interview techniques
- Expressing complex ideas clearly under pressure
- Techniques for coming across with impact online
- How to leverage your expertise into an asset for your target audiences

### **Training methods**

One on one, individually tailored coaching sessions. One hour duration. Based on the participants' own work.

### **Target group in PRBB (Senior scientists, postdocs, predocs, management/admin staff, all residents)**

Senior scientists, management/admin staff, postdocs; predocs/all residents

### **Number of participants (maximum)**

8

**Total course hours (Please specify: a) direct training with instructor present b) required self-study**

- a) One-hour, one-on-one online coaching session; all participants will be required to join in a summary “lessons learned” online session at the end of the course (see schedule, below)
- b) None

**Distribution of course (hours/days)**

One hour per participant and one hour summary session

**Pre-course preparation and/or between sessions?**

In advance, each participant prepares and submits a short summary of an aspect of their work which has (in the participant’s opinion) potential to be the subject of a media interview or is of interest (or should be) to the public. Participants book their coaching session after submitting material.

**Material participants need to bring (laptops, etc...)**

n/a

**Relevant background reading/ audiovisual/websites or other materials**

n/a

**Coaching availabilities (to be booked); conducted online via Zoom**

<b>Time</b>	<b>Tues 16 May</b>	<b>Wed 17 May</b>	<b>Thu 18 May</b>	<b>Fri 19 May</b>
10am-11am	Coaching session			
11am-12noon		Coaching session	Coaching session	Coaching session

2pm-3pm	Coaching session	Coaching session		Coaching session
3pm-4pm			Coaching session	

<b>Time</b>	<b>Tues 23 May</b>	<b>Wed 24 May</b>	<b>Thu 25 May</b>
10am-11am	Coaching session		Coaching session
11am-12noon		Coaching session	

2pm-3pm			
3pm-4pm	Coaching session	Coaching session	Summary session (All participants)