



# Training

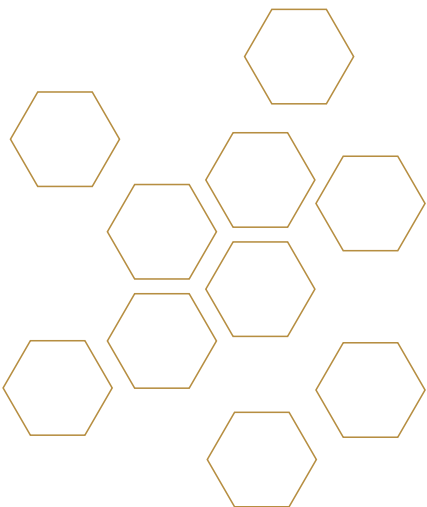
Guided by  
Experience





# Table of Contents

Delta Media Training .....	2
Positive Media Relations .....	3
Powerful Presentation Skills .....	3
Strategic Communications Planning .....	4
Proactive Crisis Communications .....	4
Targeted Media Messaging .....	5
Media Trends and Techniques .....	5
Better Media Lists .....	6
Successful Events and News Conferences .....	6
Effective Internal Communications .....	7
Writing for the News Media .....	7
Plain Language Writing .....	8
About Delta Media .....	8



# Delta Media Training

Delta Media training combines practical instruction and real world experience earned on both sides of the microphone to help you communicate with confidence.

Over more than a decade, Delta Media has emerged as one of Canada's premier sources for strategic communications counsel. This is your opportunity to tap into an unparalleled team of communications professionals whose experience enables them to share proven tips, techniques and templates to enhance your communication skills.

Delivering practical communications training solutions tailored to your needs and schedule and a positive learning environment, Delta Media offers instruction in English, French or bilingual formats and access to Canada's leading communications professionals – *where and when you need it.*

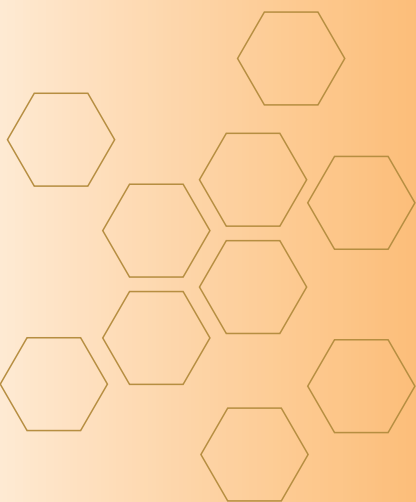
- Practical
- Flexible
- Effective

Tap into the Delta Media difference:

## Training Guided by Experience

**Choose one or more of the programs available through Delta Media's *Communicate with Confidence Seminar Series* to refine your communications skills today!**

*More details, course agendas and pre-training questionnaires are found online at [www.deltamedia.ca](http://www.deltamedia.ca).*



# Positive Media Relations

*Customized training for media spokespersons and support personnel*

This seminar offers invaluable advice on becoming message-driven as well as practical experience in front of the microphone and camera.

Delivered in a one-on-one or group setting, Delta Media's *Positive Media Relations* training seminars include instruction on how to craft powerful media messages, how to ensure control over interview content and getting your message across while giving reporters what they need.

More important, we offer an opportunity to practise your skills during simulated on-camera interviews.

*Our expert trainers will show you how to:*

- understand the media and their needs;
- prepare for a radio, television, print or telephone interview;
- structure powerful messages;
- avoid trap questions and use bridging techniques;
- cope with nerves;
- maximize your media opportunity; and
- deliver your messages with confidence.

**Half- and 1-day workshops available!**

# Powerful Presentation Skills

*Persuasive communications for presenters*

This high-energy, motivational learning experience will provide you with the skills you need for flawless professional presentations.

Drawing on examples and issues from each client's own field, Delta Media's *Powerful Presentation Skills* training provides participants with the professional presentation skills necessary for them to achieve consistent and exceptional presentations. The skills developed in this program are dynamic, practical and utilize interactive learning.

*Our expert trainers will show you how to:*

- structure your presentation for maximum impact;
- prepare presentations with effective visual support;
- deliver a wide range of presentations and speeches;
- apply verbal and non-verbal techniques to advantage;
- use speaking notes;
- respond to questions; and
- overcome nervousness.

**Half- and 1-day workshops available!**

# Strategic Communications Planning

*The step-by-step approach to communication success*

Depending on your needs, Delta Media's *Strategic Communications Planning* program is offered as a multi-session, directed learning seminar, as an interactive group planning workshop or as an intensive, facilitated planning exercise.

This customized program begins with an interactive overview of the role that communications can play in your organization and an introduction to the most common traps in communications planning. Participants are invited to review their current communications planning approaches and to identify traps into which they may have fallen. Participants are then introduced to Delta Media's step-by-step approach to *Strategic Communications Planning*, developed over years of experience. They then

have an opportunity to apply the approach to a current communications challenge.

*Our expert trainers will show you how to:*

- identify common errors in communications planning;
- recognize the characteristics of effective communications plans;
- apply a proven method of communications planning;
- maintain a disciplined approach in spite of your deadline;
- critically analyze your planning efforts to sharpen your focus and improve results; and
- establish evaluation mechanisms to demonstrate your communications success.

**1-, 1½- and 2-day workshops available!**

# Proactive Crisis Communications

*Take control of the message*

Don't miss this opportunity to find out how to answer the most dreaded question anyone can ask: How could you let this happen?

Crises evolve and exist at different stages, each requiring a different approach to communications. Delta Media's *Proactive Crisis Communications* seminar helps you to recognize the defining features of a crisis, the communications responses required and the pitfalls to avoid. Through the use of case studies and practical

exercises, participants gain a new understanding of the role of communications *before, during* and *after* a crisis.

*Our expert trainers will show you how to:*

- how to map your landmines;
- how crises evolve;
- how to head off a crisis;
- what to say when the sky falls; and
- how to build your crisis communications toolkit.

**1-, 1½- and 2-day workshops available!**

# Targeted Media Messaging

Add power to your media messages

Delta Media's *Targeted Media Messaging* seminar helps you to develop powerful media messages. This program expands on the values-based approach to media messaging introduced in Delta Media's *Positive Media Relations* program.

This seminar is delivered by media relations specialists, veteran ex-journalists and experienced media spokespersons.

Our expert trainers will show you how to:

- identify and define issues likely to attract media interest;
- respond to the concerns and interests of your key target audiences;
- craft simple and effective media lines;
- validate media messages;
- cope with often tight deadlines; and
- adapt media messages for use in other communications products.

1-day workshops available!

# Media Trends and Techniques

Keep pace with your audience

Ever wonder where your audience went? Delta Media's *Media Trends and Techniques* provides the answer and much more. This seminar provides invaluable tips and techniques for media relations practitioners who want to learn what the right media mix is to keep pace with their audiences and environment.

Focusing on the changes in media consumption patterns and technology, this seminar charts the latest media relations trends to help you reach your audience and tell your story.

Our expert trainer will show you how to:

- Expand your audience
- Improve your news releases
- Use images to your advantage – even on radio!
- Cope with an aging and ever more diverse demographic
- Adjust your strategy to keep pace with your audience and environment

1-day workshops available!



# Better Media Lists

## *Precision media relations*

Forget the “shotgun” approach! Delta Media’s *Better Media Lists* seminar introduces you to “precision” media relations. Learn how to zero in on the editors, producers, reporters and media outlets whose stories actually reach your audiences.

Whether you are planning a one-time media blitz to address a particular issue or embarking on a lengthy media relations campaign designed to build your organization’s reputation, *Better Media Lists* introduces you to a comprehensive and strategic approach that generates results.

Best of all, you will be given a hands-on opportunity to build a targeted media list.

*Our expert trainers will show you how to:*

- uncover hidden editorial opportunities;
- save precious time and build credibility with news outlets; and
- identify the editors, producers, reporters and media outlets who can help you reach your audience and stakeholders.

**Half- and 1-day workshops available!**

# Successful Events and News Conferences

## *Detailed event planning and management*

Whether you are organizing a news conference, a product launch or an international symposium, any successful event begins with a plan. Delta Media’s *Successful Events and News Conferences* seminar introduces you to tried and true event planning techniques, checklists and systems that will help make your next special event a success – from start to finish.

We will offer tips on virtually every aspect of special event planning, from conception to evaluation, helping you to build your event budget, tap into internal resources, determine the logistical and

protocol requirements, promote your event and measure impact.

*Our expert trainers will show you how to:*

- choose the right type of event;
- build the optimal invitation list;
- ensure solid attendance;
- select your speakers and speaking order;
- decide on the audio-visual support you need;
- build your event toolkit;
- manage the event on-site; and
- measure your success.

**Half- and 1-day workshops available!**



# Effective Internal Communications

*Engage and empower your employees*

The world's most successful organizations boast employees with a shared understanding of the organization's mission, goals, values and procedures. Delta Media's *Effective Internal Communications* workshop tells you how they got that way and shows you how your organization can too.

*Effective Internal Communications* is about creating an organizational culture that prizes two-way communication and empowers employees to make the decisions required to achieve your common goals.

*Our expert trainer will show you how to:*

- identify the barriers to effective internal communication;
- apply the four key principles of effective organizational communications;
- create a communications culture inside your organization;
- decide which tools to use; and
- tackle information overload.

**1-, 1½- and 2-day workshops available!**



# Writing for the News Media

*The foundation of effective media relations*

In Delta Media's *Writing for the News Media* seminar, we combine the principles of effective journalism with practical writing exercises. Our instructors offer tips and techniques for writing the most common media relations tools and provide feedback on your work. The training is designed to help participants use plain language to craft engaging media materials that target specific audiences and stakeholders.

*Our expert trainers will show you how to:*

- write in plain language;
- prepare media pitches;
- write media advisories and news releases; and
- craft op-ed articles and backgrounders.

**1-, 1½- and 2-day workshops available!**

**New!**

# Plain Language Writing

*The hard rules of simple communication*

Is your writing lumbered by hyperbole? Besotted by bureaucratise? Want to write simple, declarative sentences that inform and motivate? Delta Media's *Plain Language Writing* workshop is the answer. Whether you are writing memos, letters, reports, briefing notes or directions or messaging on your Smartphone, this course will help you to communicate clearly and concisely.

*Our expert trainer will show you how to:*

- 'Active-ate' your writing talents
- Construct clear, thoughtful sentences
- Eliminate unnecessary words
- Use punctuation properly
- Compose powerful messages

**1-day workshops available!**

## About Delta Media

Delta Media is where the science of research and the art of persuasion unite to provide bilingual communications solutions for leaders in government, business, industry and not-for-profit sectors – nationally and internationally.

Founded in 1991, Delta Media is one of Canada's most dynamic independent public relations agencies. The firm provides full-service, integrated communications services and creative solutions in English and French that deliver powerful campaigns through public and media relations, corporate affairs and marketing in all media.

The firm's consultants boast experience in government, finance, health, education, consumer, culture and media, association, engineering and construction, real estate and property management, technology and not-for-profit sectors.

We help you build awareness, generate sales and influence opinion inside your organization, across Canada and throughout the world.

At Delta Media, we help you communicate with confidence.

We specialize in:

- Sound intelligence
- Insightful analysis
- Executive training and coaching
- Strategic communications and internal communications plans
- Public, media relations, marketing and crisis communications counsel, analysis and support
- Advocacy advertising
- Creative writing, design and project management for all media
- Special event conception and management

### **Research**

In addition to the full range of services outlined above, Delta Media's clients also have access to specialized qualitative and quantitative research services through our wholly-owned research firm, Vision Research Inc. [www.visionresearch.ca](http://www.visionresearch.ca)



# Training

Guided by  
Experience

**Don't just take  
our word for it.**

"For a person who needs encouragement  
as well as criticism, I received both. Thank you."  
– *Legislative Assistant*

"Hands-on activities were very scary but oh SO useful!"  
– *Communications Manager*

"The instructor's experience shows."  
– *Corporate Executive*

"The practice sessions really worked."  
– *National Director*

"Excellent. Clear. Patient and Informative."  
– *Association Executive*

"Does it get any better than this?"  
– *Member of Parliament*



# deltamedia

## Contact Us

For a free, no-obligation consultation,  
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