

**AGENDA (Sample)**

# Television Workshop, On-Camera

**Welcome and Introduction**

Ryan Brann, *Director of Communications Training – Leadership Institute*

**Lecture – Overview of Television Techniques**

- Talking points, messaging, posture, eye-contact

**Break**

- Attendees will use this time to draft talking points

**Exercise – 1<sup>st</sup> Round Media Interviews**

- 3-to-5-minute interviews with host
- Playback
- Interview is reviewed and critiqued

**Exercise – 2<sup>nd</sup> Round Media Interviews**

- 3-to-5-minute interviews with host
- Playback
- Interview is reviewed and critiqued
- Final Q&A

**Conclusion of Television Workshop, On-Camera**

Ryan Brann, *Director of Communications Training – Leadership Institute*